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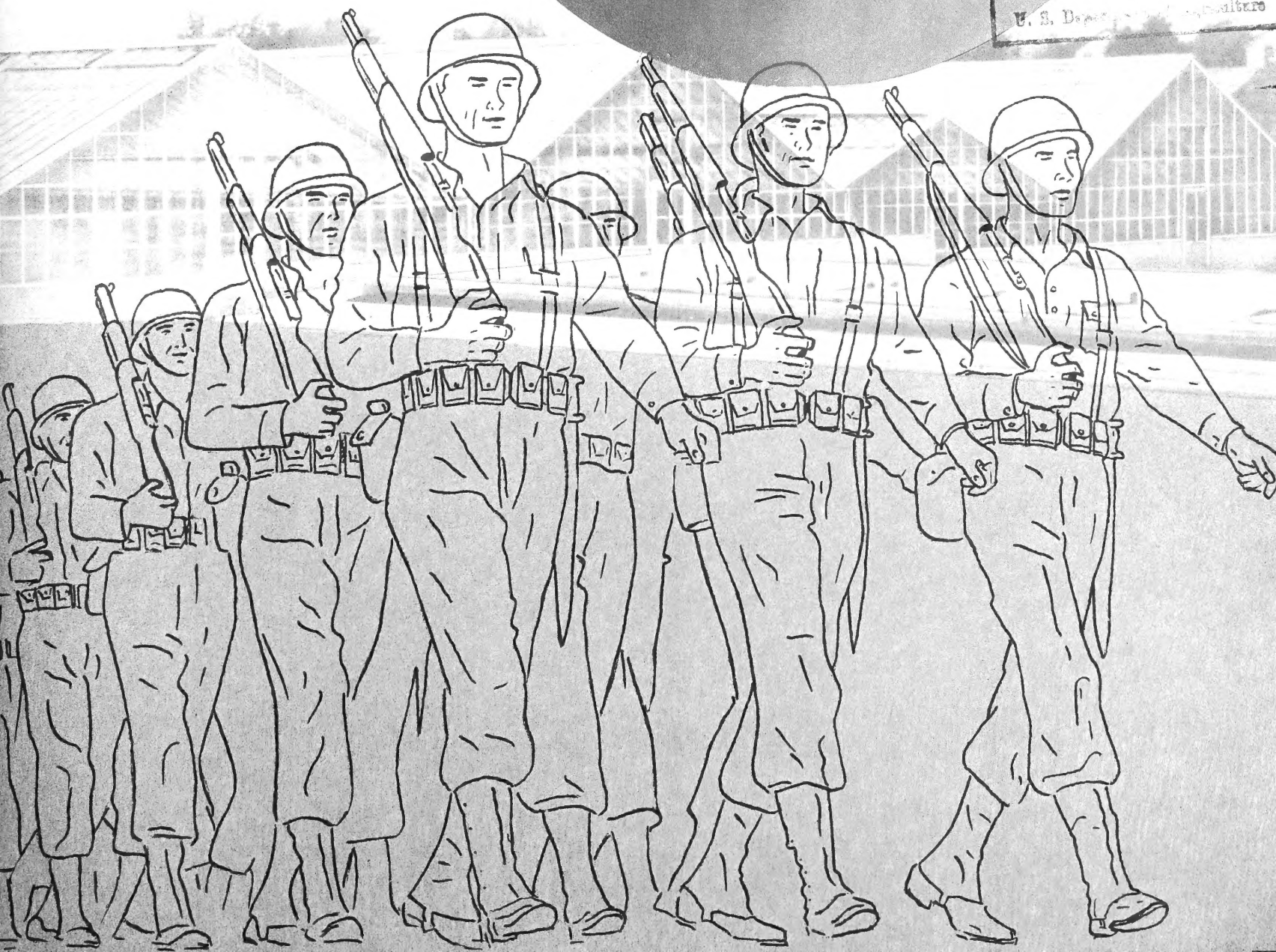
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FROM WORLD WIDE SOURCES

Gloeckner

FLOWER SEEDS

LIBRARY RECEIVED
★ JAN 23 1943 ★
U. S. Department of Agriculture



"KEEP 'EM GROWING TILL THE BOYS COME MARCHING HOME"

AND THAT—will be a full size assignment. Restrictions—and more restrictions. Labor—Heat—Transporation—all will be ever growing problems. But our business is essential. Just as essential, as ninety-six per cent, of all business. There are only four things in life that we actually need, Food—Clothing—Heat and a place to live. Of the ninety-six per cent of the nonessentials if you will, we offer most in the bolstering of morale and administering to the soul.

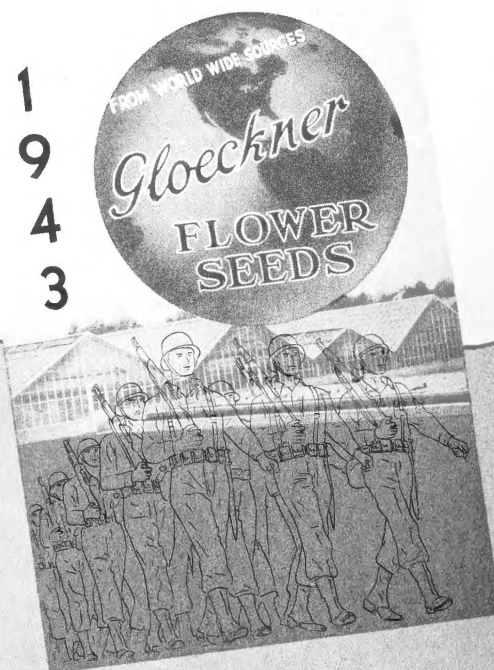
We officiate at marriage, welcome the new-born, cheer those that are ill. We brighten the Home both inside and out, through the years, and ease the sorrow at death. We should be proud of our profession. To state that it is non-essential is to say that the "American Way of Life" is wrong. Yet these are the things we are fighting to preserve.

Most every establishment has some one at the front. Your business, our business, has some one out there who thinks of the place where he may return. "SO WE MUST KEEP 'EM GROWING TILL THE BOYS COME MARCHING HOME".

Because of privations, our listings of Novelties, this year are few compared with other years. However, there are as many good standard items as usual that have been carefully chosen.

The name *Gloekner* has long been associated with the seed trade. We wish to identify it as a standard of Quality for many years to come. To accomplish this we pledge a consistent year after year supply to high quality seed.

This label, a facsimile of our current catalogue cover, with the year plainly marked, is attached to every package of seed, and is your guarantee that the seed therein is fresh from this year's crop.



War and blockade conditions have necessitated the elimination of some varieties of flower seeds from our 1943 list, and there may also be some items listed which we will be unable to supply. These will be reinstated as soon as conditions permit.

BUSINESS TERMS

2% 10 days 60 days net for customers of approved credit

Prices in this Catalogue are subject to change without notice.

All goods are offered subject to Crop Failures, Shortage or other causes beyond our control, and to being unsold on receipt of order.

The prices in this catalogue are for the trade only. For your own protection do not loan this catalogue to anyone not entitled to Florists or Wholesale prices.

Unknown correspondents desiring to open an account are requested to furnish three trade references with whom they have had credit relations.

We, Fred C. Gloeckner & Co., Inc., give no warranty, expressed or implied, as to description, quality, productiveness or any other matter of any seeds, bulbs or plants we send out, and will not be responsible for the crop. If the purchaser does not accept the goods on these terms, they are at once to be returned.

15 East 26th Street, "At Madison Square", New York

Telephones: LExington 2-4197 - 4198

In addition to seed, *Gloeckner* bulbs, plants and cuttings are selected with diligent care as to type, productiveness and freedom from disease so you may have the best upon which to build your prospective crops.



NOVELTIES AND RECENT INTRODUCTIONS OF MERIT

DELPHINIUM PACIFIC STRAIN "PERCIVAL SERIES"

PERCIVAL SERIES . . . A companion to the Galahad series, of equally good quality. The large glistening white flowers with strongly contrasting Black Bees are beautifully spaced on long, tapering spikes. Very vigorous and free growing habit.

Trade Packet
\$2.00

¼ oz.
\$7.00

1 oz.
\$24.00

MARIGOLD DWARF FRENCH HARMONY TYPE "SUNKIST"

ALL-AMERICA SELECTIONS

Sun kissed and beauty laden, our latest addition to the Harmony type Marigold, Sunkist is a veritable gem in the garden galaxy of jewels. Rich, deep golden orange, the two inch blooms with their crested centers of dainty tubular petals surrounded by several rows of broad velvety self colored guard petals literally cover the tiny six to eight-inch mound-like plants. Early and free blooming, Sunkist adds a vibrant note of dazzling color to the border, garden bed, windowbox or flower pot. Combined with Butterball a striking effect can be achieved.

Trade Packet
\$.40

¼ oz.
\$.75

1 oz.
\$2.50

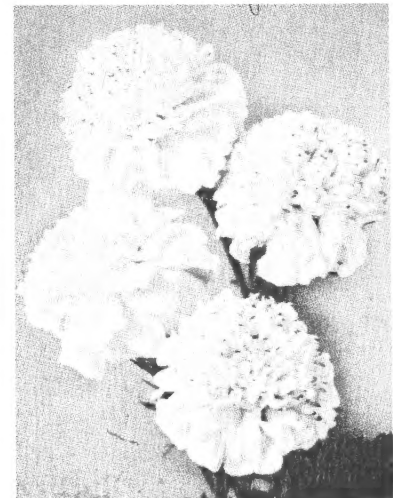
ALL-AMERICA SELECTIONS

MARIGOLD "BUTTERBALL" is a lovely **soft butter yellow** in color. Its habit of growth is dwarf and compact attaining a height of about six to eight inches. The plants are almost covered with butter yellow blooms each petal of which is slightly touched with maroon at the tip.

Trade Packet
\$.25

¼ oz.
\$.50

1 oz.
\$1.75



Marigold Dwarf "Melody"

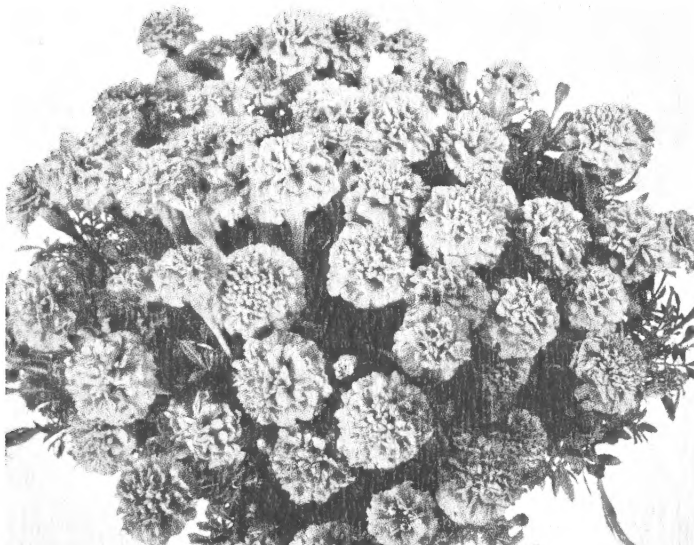
ALL-AMERICA SELECTIONS

MARIGOLD "MELODY" is of the Harmony type and has fully double **brilliant Orange** flowers. The Compact plants are about twelve inches tall. The blossoms on "Melody" appear very early and continue all summer and well into the fall. It will be useful for edging or massed effects in beds.

Trade Packet
\$.25

¼ oz.
\$.50

1 oz.
\$1.75



NOVELTIES

AND RECENT INTRODUCTIONS OF MERIT

PRIMULA MALACOIDES SPRINGTIME

ANOTHER *Gloeckner* INTRODUCTION

PRIMULA MALACOIDES SPRINGTIME is one of the finest, strong growing, good colored, varieties ever offered. The color is an **attractive salmon pink** which does not fade with age. The flower stems are strong and support a profusion of good sized blooms. The foliage has good texture and is fairly resistant to rot, unlike many other varieties of Malacoides.

When seed of Springtime is sown in June it will make good flowering plants for January.

Seeds Available After June 1st

Trade Packet \$2.00



Primula Springtime

ZINNIA STRIATA "THE CLOWN" (Bodger)

Reminiscent of the gay and happy character for which it is named, **THE CLOWN** is a new variegated colored Zinnia that is good for cutting. The plants are branched, 2½ feet tall, freely producing its medium sized blooms which are ideal for flower arrangements.

Trade Packet
\$.50

¼ oz.
\$.75

1 oz.
\$2.00

PETUNIA RUFFLED GRANDIFLORA
NANA COMPACTA MIXED

In this distinctly new type we are able to offer you this combination in one variety. The blooms are extra large, well ruffled with good open throats and are more of the dwarf Giants of California type in both form and size. This mixture contains a blend of striking colors ranging from **white to pink through rose to red, and includes many color combinations of pink and white with gold throats and red and white with dark throats.** We think this should be good for pot culture.

Trade Packet
\$.75

1/64 oz.
\$1.25

1/32 oz.
\$2.25



Siter's Rainbow Strain Cineraria

CINERARIA
"Siter's Rainbow Strain"

(The Commercial Cineraria)

This new commercial Cineraria carries immense flower heads, is compact in growth, with small round leaves which require little room. These characteristics make it extremely profitable to grow. The medium large flowers in colors ranging from the bright eyed types, to the finer pastel shades, surpass anything previously introduced and are the outstanding feature of this strain. It is sure to please your most discriminating clientele and we are proud to offer this as a *Gloeckner* introduction.

ORIGINATOR'S PACKETS, \$2.00 EACH

ANTIRRHINUM

WINTER SNAPDRAGONS For Greenhouse Culture

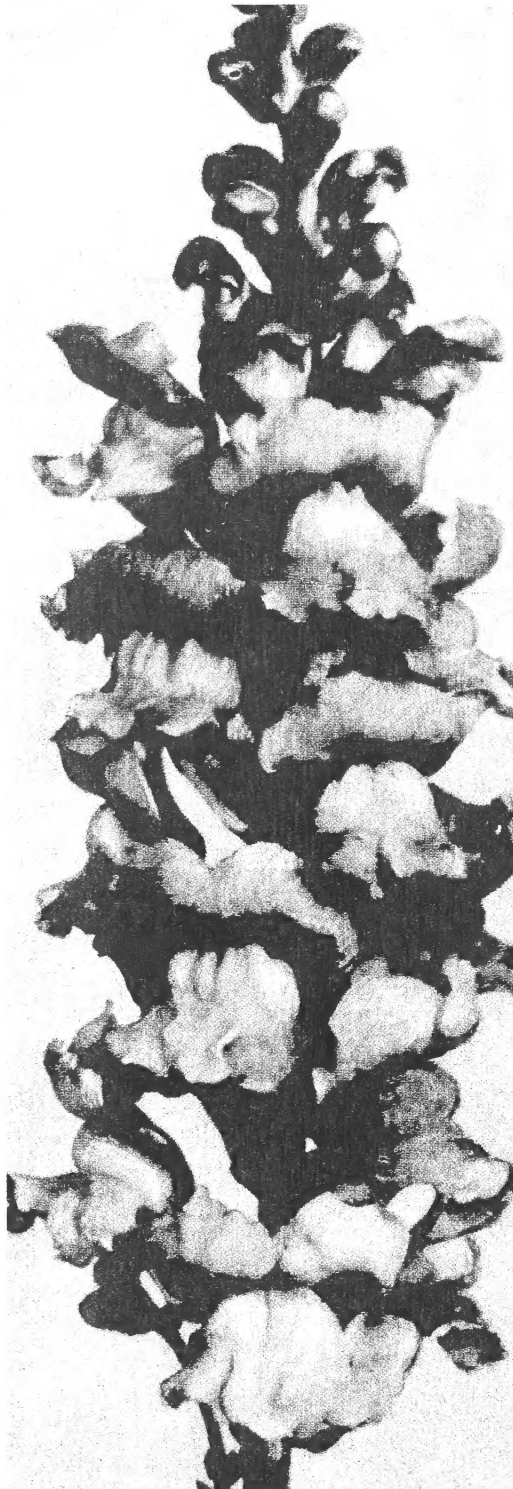
Early flowering varieties of Antirrhinum have been developed through constant breeding. They are not the largest flowering but are of medium size which have been in favor with the retailer. For Spring flowering the varieties producing larger spikes should be grown. Seed should be sown late in June or early July for Winter flowering. High temperatures prohibit germination of the seed and one must, therefore, select a cool location for the seed flats.

Damping off is a serious problem and all precautions should be taken to avoid it. The soil should be sterilized with steam or other efficient measures, and after the seed germinates good circulation of air and very little watering will help to prevent this trouble. Experiments have shown that Snapdragons do better if the fertilizer content in the soil is not very high. This is one of the easiest crops to grow when planted in fresh soil and grown in a well ventilated cool greenhouse. SNAPDRAGON WILT may be caused by a single, soil-borne fungus, Verticillium which also causes Seidewitz Disease or wilt of Chrysanthemums. The only positive prevention for this disease lies in the exclusive use of sterilized soil, from the seed flats to the final potting or benching soil. Do not invite trouble by planting this crop in old 'mum soil unless it is first sterilized.

PINK and ROSE		Three
	Tr. Pkt.	Tr. Pkt.
America —Deep rose with Bronze lip	\$1.50	\$4.00
Better Times Brilliant cerise rose...	2.00	5.00
Christmas Cheer Shades of pink	2.00	5.00
Cheviot Maid Supreme Best deep rose	1.00	2.50
Gilberts Pink Supreme Beautiful deep pink...	1.50	4.00
Jersey Maid —Medium Pink with light shading	2.00	5.00
Maiden's Blush Apple Blossom	1.00	2.50
Maid of Mars Exceptionally fine clear pink	2.00	5.00
Marie Louise Seashell pink	1.50	4.00
Mary Ellen Early light rose pink	2.00	5.00
Milady —Bright pink.....	1.00	2.50
Maryland Pink Early light pink	2.00	5.00
New Cincinnati Fine light pink	1.00	2.50
Peggy Schumann — Pink	2.00	5.00
Radiance —Pink	1.00	2.50
Radiance Improved Pink	1.50	4.00
Rose Pink Cheviot Maid Early flowering	1.00	2.50
Rose Queen Deep rose pink	1.00	2.50
Shaffroth's Early Pink Clear rose pink	2.00	5.00
St. Louis Pink Beautiful flesh pink	1.50	4.00
Terry's Pink Vivid deep rose	2.00	5.00
Terry's Surprise Improved Rose shaded orange	1.50	4.00

LAVENDER

Bertha Baur , Lavender	1.50	4.00
Lavender Rose	2.00	5.00
Windmill's Lilac Excellent orchid color	1.50	4.00
Schrock's Orchid	1.00	2.50
Schumann's Lavender	2.00	5.00



RED		Three
	Tr. Pkt.	Tr. Pkt.
Crimson Queen	\$2.00	\$5.00
Velvet Beauty —Amer- ican Beauty Red	1.00	2.50

YELLOW

Carol Jean Golden Yellow	2.00	5.00
Ceylon Court	1.00	2.50
Coates Yellow Perfection —Deep yellow ...	1.00	2.50
Ethel —Golden Yellow	1.50	4.00
Klondyke Supreme Deep Yellow	1.50	4.00
Schumman's Yellow ...	2.00	5.00
Sunray —Yellow	1.50	4.00
Terry's Yellow	2.00	5.00
Yellow Cheviot Maid ...	1.00	2.50
Yellow Delight Deep clear yellow...	1.50	4.00

WHITE

Koesters White	1.50	4.00
Lucky Strike	1.00	2.50
Lucky Strike Improved	1.50	4.00
Marion White	1.50	4.00
Schaffroths Early White	2.00	5.00
Schlegels Early White	1.50	4.00
Terry's White	2.00	5.00
Westover Fringed White	1.00	2.50
White Cheviot Maid ...	1.00	2.50
White Prosperity	1.50	4.00
White Wonder Pure white	1.50	4.00

BRONZE and ORANGE

Afterglow Golden orange	1.00	2.50
Bronze Christmas Cheer —Early golden bronze	2.00	4.00
Gilbert's Bronze Beauty	1.50	4.00
Glorious Reddish bronze	1.00	2.50
Miss Wooster Dazzling rich dark bronze	1.00	2.50
New Dawn Golden orange	1.00	2.50
New Deal —Fragrant golden bronze	1.00	2.50
Salmon Gold	2.00	5.00
Suntan —Orange tan ...	1.00	2.50

WE CAN ALSO SUPPLY YOU WITH ANY VARIETY NOT LISTED ABOVE.



ANTIRRHINUM

SNAPDRAGONS

STANDARD OUTDOOR RUST-RESISTANT STRAINS

MAXIMUM GRANDIFLORUM

	Tr. Pkt.	¼ Oz.	Oz.
Alaska—(Snowflake)—White	\$.35	\$.85	\$3.00
Copper Queen—Bronzy copper blending to antique gold at the nose35	.85	3.00
Crimson—Fiery Crimson35	.85	3.00
Indian Summer — Coppery Orange Scarlet35	.85	3.00
Loveliness—soft rose pink35	.85	3.00
Salmon Rose Shades35	.85	3.00
Swing Time—Rose pink35	.85	3.00
Yellow Giant—Deep yellow35	.85	3.00
Finest Mixed35	.85	3.00

MAJUS GRANDIFLORUM

	Tr. Pkt.	¼ Oz.	Oz.
Autumn Glow Shades— Old Rose suffused Amber	\$.35	\$.75	\$2.50
Fiery Red—Very brilliant35	.75	2.50
Harmony Shades—Terra cotta yellow, shaded rose.....	.35	.75	2.50
Orange Shades— Deep to light orange35	.75	2.50
Pinkie—Clear rose35	.75	2.50
Reveille—Deep luminous yellow50	1.50	
Rosalie—Rich deep rose; under- lying tone of topaz or amber35	.75	2.50
Salmon Shades— Salmon rose, pink shades35	.75	2.50
Shasta—Pure white35	.75	2.50
Wallflower Red35	.75	2.50
Yellow Jacket—Deep yellow35	.75	2.50
University of California Mixture30	.50	1.75

NANUM GRANDIFLORUM

	Tr. Pkt.	¼ Oz.	Oz.
Amber and Gold— Golden Amber, yellow lip.....	\$.40	\$1.25	
Carmine Rose— Bright carmine rose25	.60	2.00
Gypsy Girl—Rich carmine with a splotch of golden yellow on the nose25	.60	2.00
Indian Girl—Old gold25	.60	2.00
Light Salmon Pink25	.60	2.00
Orange Pink— Orange suffused pink25	.60	2.00
Red Boy—Rich deep scarlet25	.60	2.00
Tangerine—Bronzy orange25	.60	2.00
Wildfire—Bright orange scarlet25	.60	2.00
Yellow Gem—Clear yellow25	.60	2.00
Finest Mixed25	.60	2.00

NANUM GRANDIFLORUM

(English Strain)—(Semi-Dwarf, Large Flowering)

	Tr. Pkt.	¼ Oz.	Oz.
Guinea Gold—Glowing bronzy orange with yellow throat	\$.50	\$1.50	\$5.00
St. George — Beautiful shade orange cerise. Distinct from all other varieties50	1.50	5.00
Royal Rose—Deepest and richest rose imaginable. Must be seen to be fully appreciated50	1.50	5.00

ACROCLINIUM

This showy, free flowering annual is an excellent cut flower for the florist and well worth a trial.

	Tr. Pkt.	Oz.
New Large Flowered Double Hybrids Mixed	\$.35	\$1.50

AGATHEA — BLUE DAISY

	Tr. Pkt.	Oz.
Coelestis—The lovely, free flowering blue Marquerite	\$.25	\$1.25

AGERATUM

	Tr. Pkt.	Oz.
Blue Ball Improved—Dwarf and compact growth; uniform rich blue color	\$.50	\$1.50
Blue Perfection—Dark blue15	.60
Little Blue Star— 3 inches high, fine for bedding25	2.00
Midget Blue—Very dwarf with delicate fine foliage; blue flowers—¼ Oz.	\$1.50	.50

ALYSSUM

We can highly recommend these strains of Alyssum. Of special merit is our selected strain of "Bouquet" which is considered one of the most dependable on the market.

	Tr. Pkt.	Oz.	¼ lb.
Bouquet—(Carpet of Snow) (Procumbens) best dwarf variety	\$.15	\$.75	\$2.25
Little Gem—Dwarf and compact15	.50	1.50
Sweet—(Maritimum) Trailing10	.20	
Snow Cloth—Plants are flat and a compact mass of pure white flowers25	.75	
Violet Queen—Dwarf compact, rich deep shades of violet25	1.00	

AMARANTHUS

Highly ornamental foliage plant which attains a height of about four feet.

	Tr. Pkt.	Oz.
Molten Fire—Leaves are of iridescent Crimson.....	\$.35	\$2.00

ASPARAGUS

(New Crop Seed ready in mid February)

	Seeds	Seeds	Seeds
	1,000	5,000	10,000
Plumosus Nanus	\$1.25	\$6.00	\$10.00
Sprengeri	1.00	4.50	8.00



ASTERS

BODGERS WILT RESISTANT STRAINS

QUEEN OF MARKET

These well-known, early flowering Asters are of branching habit, about 20" tall, blooming in mid-July.

	Tr. Pkt.	¼ Oz.	Oz.
Dark Blue or Purple40	.50	1.75
Light Blue or Lavender40	.50	1.75
Peach Blossom—Flesh pink40	.50	1.75
Rose40	.50	1.75
White40	.50	1.75
Finest Mixed40	.50	1.75

EARLY ROYAL BRANCHING

Plants branching, 1½ - 2 feet, blooming mid-August directly following the Queen of the market.

	Tr. Pkt.	¼ Oz.	Oz.
Azure Blue or Dark Lavender	\$.40	\$.50	\$1.75
Deep Rose40	.50	1.75
Peach Blossom—Lavender pink40	.50	1.75
Purple40	.50	1.75
Shell Pink40	.50	1.75
White40	.50	1.75
Finest Mixed40	.50	1.75

AMERICAN BEAUTY

Blooms from August and continues until frost. The large and double flowers are produced on long heavy stems; plants 2 to 3 feet high.

	Tr. Pkt.	¼ Oz.	Oz.
Azure Fairy—Dark lavender	\$.40	\$.50	\$1.75
Crimson40	.50	1.75
Deep Rose40	.50	1.75
Purple40	.50	1.75
Purple Prince—(Black Prince)— deep marine violet40	.50	1.75
September Beauty—Shell pink40	.50	1.75
Silvery Rose40	.50	1.75
White40	.50	1.75
Mixed40	.50	1.75

AMERICAN BRANCHING (Semple's)

Plants 2½ to 3 feet tall, branching, robust, flowers large, double and fine form. Our selected stocks of these are the best money can buy. Flowers late August and early September.

	Tr. Pkt.	¼ Oz.	Oz.
Azure Blue or Dark Lavender	\$.40	\$.50	\$1.75
Crimson40	.50	1.75
Peach Blossom40	.50	1.75
Purple40	.50	1.75
Rose40	.50	1.75
Shell Pink—(Mary Semple)40	.50	1.75
White—Extra select, long stems40	.50	1.75
Finest Mixed40	.50	1.75

EARLY GIANT

The finest large flowered, heavy stemmed wilt resistant Aster yet developed. Flowers are of the large Giants of California type, while the plants are less tall, about 1½ feet in height. This class is early blooming, coming into flower by the first week in September.

	Tr. Pkt.	¼ Oz.	Oz.
Light Blue	\$.50	\$.75	\$2.50
Peach Blossom50	.75	2.50
Rose Marie—Rich rose65	1.25	3.00

IMPROVED CREGO

Plants robust, branching about 2½ feet tall, flowers large, double and well formed, one of the finest varieties for all purposes. Blooming mid-August.

	Tr. Pkt.	¼ Oz.	Oz.
Azure Blue	\$.40	\$.50	\$1.75
Crimson40	.50	1.75
Deep Rose40	.50	1.75
Enchantress—Lively salmon rose.....	.40	.50	1.75
Light Blue—Lavender40	.50	1.75
Peach Blossom40	.50	1.75
Shell Pink40	.50	1.75
Purple or Dark Blue40	.50	1.75
White40	.50	1.75
Finest Mixed40	.50	1.75

HASTENING THE FLOWERING OF ASTERS

To secure earliness in blooming of ASTERS out of doors it is necessary to illuminate the seedlings with additional light. Use 25-watt lamps suspended two feet above the bench and have them lighted from 6 P.M. to 10 P.M. for at least five weeks before planting, each lamp to cover sixteen square feet of area. The seed is normally sown in the middle of March and the additional illumination is started after the seedlings have been transplanted. This additional light is continued until the middle of May when the plants are planted out of doors.

The above treatment will increase the earliness of your crop by two to four weeks. The Early Royal Branching, American Branching and Improved Crego varieties will respond very satisfactorily to this treatment.

ASTERS

VARIOUS RESISTANT VARIETIES

	Tr. Pkt.	¼ Oz.	Oz.
Ball White Early —White crested center, branching 2 to 2½ feet. Mid-August	\$.40	\$.50	\$1.75
Ball White Late —White 2½ to 3 feet long stems. Early September40	.50	1.75
Ball Deep Rose — Bright deep rose 2½ to 3 feet branching Late August40	.50	1.75
Ball Purple —Deep bright purple 2½ to 3 feet branching. Late August40	.50	1.75
Early Phlox Pink — Clear light rose Pink 2½ to 3 feet. Late August40	.50	1.75
Heart of France — Bright red. Late August40	.50	1.75

SUPER GIANT (Non-Resistant)

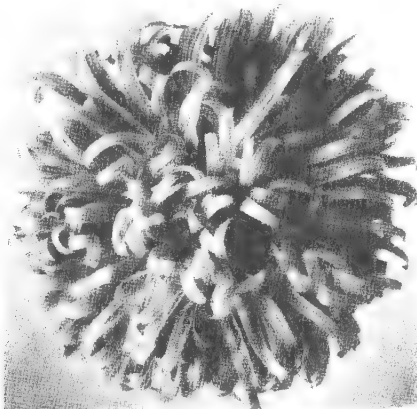
This is the largest and most fully double Aster class known. The flowers are full petaled, graceful interlacing. Plants about 2½ feet tall, with six to eight long, non-lateral stems per plant.

	Tr. Pkt.	¼ Oz.	Oz.
El Monte —Crimson	\$.40	\$.75	\$2.50
Los Angeles —Shell pink40	.75	2.50

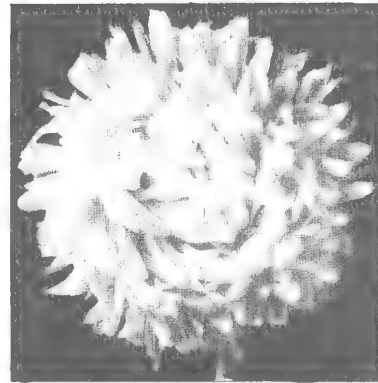
A U R O R A

A splendid free flowering Aster, with large flowers, quilled centers and outer band of broad petals. Height 2 feet, fine for cutting. Blooms late August.

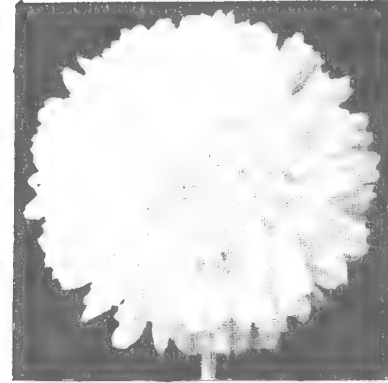
	Tr. Pkt.	¼ Oz.	Oz.
Golden Sheaf —(wilt resistant) yellow self	\$.40	\$.50	\$1.75



Aster W. R. Crego



Aster W. R. American Beauty



Aster W. R. Early Royal

PRINCESS TYPE (Wilt Resistant)

A very attractive new cutting type of wilt resistant Aster, 2'-2½' tall, branching and free flowering, early blooming, bearing quantities of flowers on strong stems. Flowers have a full deep crested center, surrounded by several rows of dainty plume-like guard petals. Blooms mid-August.

	Tr. Pkt.	¼ Oz.	Oz.
Anne —Peach blossom	\$.50	\$1.00	\$3.00
Bonnie —Soft salmon rose.....	.50	1.00	3.00
Marsha —Rich cinnabar scarlet..	.50	1.00	3.00

SINGLE CHINENSIS (Wilt Resistant)

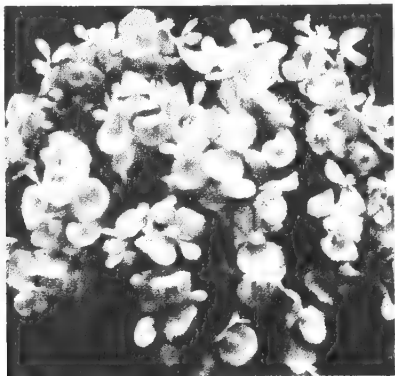
Plant 1½ to 2 feet tall, flowers daisylike, petals wide and closely placed, blooms in late August.

	Tr. Pkt.	¼ Oz.	Oz.
Carmin Rose	\$.20	\$.35	\$1.25
Flesh Pink —Apple blossom.....	.20	.35	1.25
Glare of the Garden — Bright scarlet20	.35	1.25
Lavender or Light Blue20	.35	1.25
Rose20	.35	1.25
White20	.35	1.25
Rainbow Mixture —Special florist strain20	.35	1.25

GIANT HARMONY TYPE (Non-Resistant)

Fine new florist type, long stems, basal branching, flowers with quilled centers, excellent colors. Blooms late August.

	Tr. Pkt.	¼ Oz.	Oz.
Moonlight —azure blue	\$.50	\$.75	\$2.50
Morning Mist —mid blue50	.75	2.50
Sunrise —soft apricot pink50	.75	2.50
Mixed50	.75	2.50



Begonia

BEGONIA

	Tr. Pkt.
Darling —Light rose flowers; compact growth.....	\$1.00
Indian Maid —Deep bronze, shiny leaf with red flowers.....	1.00
King of the Reds —Red flowers with green foliage. The dwarf habit of this begonia makes it suitable for pot plants or the border.....	1.00
Luminosa —Red	1.00
Masterpiece —Clear Rose Pink	1.00
Prima Donna —Carmine Rose	1.00
White Lady —Improved White Pearl.....	1.00
White Pearl	1.00
Winter Romance —Carmine Pink	1.00

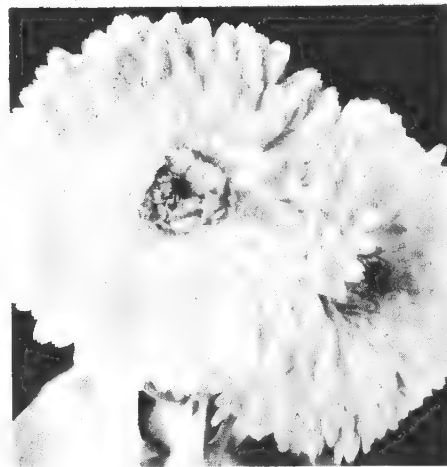
BEGONIA TUBEROUS ROOTED

Camelia Flowered Mixed	Tr. Pkt. \$1.00
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CALENDULA

August sowing will flower from December to February; Early October sowing to follow Chrysanthemums will bloom in February and March; while January sowing will bloom in April and May.

	Tr. Pkt.	¼ oz.	Oz.	¼ lb.
Sensation or Campfire Improved — Brilliant Orange; Scarlet Sheen	\$.40	\$.60	\$2.00	\$6.50
Ball's Gold — Long stemmed, large, deep golden yellow.....	.40	.60	2.00	6.50
Ball Long Orange Improved — Bright golden yellow with light eye. The extra large flowers and long stems make an outstanding variety40	.60	2.00	6.50
Ball's Orange —Glowing Orange40	.60	2.00	6.50
Lemon Queen —Deep lemon yellow with dark brown eye. Contrasting colors make this yellow variety very effective40	.60	2.00	6.50
Ball's Supreme — Orange with dark brown center; unusually free flowering.....	.40	.60	2.00	6.50
Masterpiece — Long stemmed, clear orange flower with dark center40	.60	2.00	6.50



Calendula

CALCEOLARIA (Gilberts Strain)

This is an improvement over the original Multiflora Nana type. Compact habit of growth; good selection of colors in the mixture; excellent foliage.

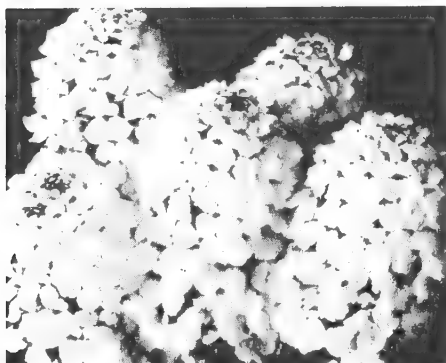
Multiflora Nana Red	Tr. Pkt. \$1.00
Multiflora Nana Yellow	1.00
Multiflora Nana Mixed	1.00

Remember that wilt of Calceolarias may be caused by a single, soil-born fungus, Verticillium, which also causes Seidewitz Disease or wilt of Chrysanthemums. The only positive prevention for this disease lies in the exclusive use of sterilized soil, from the seed flats to the final potting or benching soil. Do not invite trouble by planting this crop in old 'mum soil unless it is first sterilized.

CANTERBURY BELLS

Annual Canterbury Bell which blooms from seed in less than six months. Plants 2 to 2½ feet; bearing 6 - 8 flower spikes.

	Tr. Pkt.	¼ oz.	Oz.
Finest Mixed	\$.25	\$.50	\$1.50



Candytuft Giant Hyacinth Flowered White

CANDYTUFT

Candytuft should be sown in flats in January and transplanted when the first leaves appear. Plant into the bench or bed about February 15th; grow in a temperature of 45 to 50 degrees and a good crop may be secured by Memorial Day. **Candytuft Giant Hyacinth Flowered White is the most satisfactory type for this method of culture.**

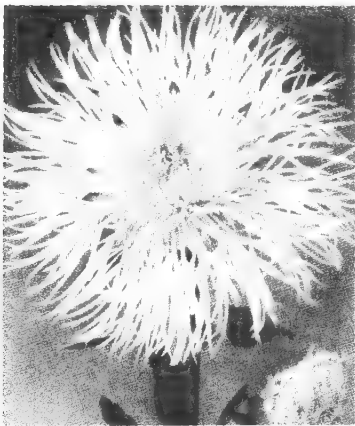
	Tr. Pkt.	Oz.	¼ lb.	Lb.
Giant Hyacinth Flowered White — A very superior strain growing 1½ feet high with immense trusses of bloom. We believe it the finest strain to be had	\$.20	\$.75	\$2.25	\$7.50

CANDYTUFT UMBELLATA VARIETIES

	Tr. Pkt.	Oz.	¼ lb.		Tr. Pkt.	Oz.	¼ lb.
Crimson —Purplish red	\$.15	\$.50	\$1.25	Rose Cardinal —Deep red	\$.15	\$.50	\$1.25
Flesh —Flesh Pink15	.50	1.25	Rose —Soft rose15	.50	1.25
Lavender or Lilac15	.50	1.25	White15	.50	1.25



Carnation *Enfant de Nice*



Centaurea Americana

CALLIOPSIS DWARF

This annual is very free flowering and recommended for bedding. If continued flowering is wanted old flowers must be removed.

	Tr. Pkt.	Oz.
Golden Wave —Golden yellows with red zone.....	\$.15	\$.25
Dazzler —Golden yellow with maroon center.....	.20	.50
Dwarf Varieties Mixed15	.30

CARNATION (Enfant de Nice)

One of the best annual Carnations. Plants are strong, robust growers bearing flowers 2½ to 3 inches in diameter on good stiff stems. Do not expect over 75% to come true to color and 90% double flowers.

	Tr. Pkt.	¼ Oz.
White	\$.50	\$3.00
Salmon50	3.00
Rose50	3.00
Red50	3.00
Spectrum Red —Intense Scarlet.....	.50	3.00
Yellow50	3.00
Mixed50	3.00

CELOSIA PYRAMIDALIS

	Tr. Pkt.	Oz.
Flame of Fire —Fine dwarf type. Fiery red.....	\$.50	\$3.00
Fiery Feather —Similar to Flame of Fire, but taller and with somewhat smaller plumes more freely produced.....	.40	2.50
Golden Feather —Habit same as Fiery Feather, but with golden yellow plumes.....	.40	2.50
Pride of Castle Gould —3 to 4 ft. Mixture of yellow, orange and red shades.....	.40	2.00
Thompsonii Magnifica Finest Mixed —Excellent Strain.....	.35	2.25

CELOSIA CRISTATA (Dwarf Cockscomb)

	Tr. Pkt.	Oz.
Dwarf Golden Yellow	\$.30	\$2.00
Dwarf Empress —Deep scarlet, bronzy green foliage.....	.30	2.00

CENTAUREA (Dusty Miller)

For Borders, Vases, Baskets, etc.

	Tr. Pkt.	Oz.
Candidissima —Silvery Gray foliage.....	\$.25	\$1.50
Gymnocarpa —Fine silvery foliage.....	.20	.50

CENTAUREA GIANT IMPERIALS

Excellent for cut flowers

	Tr. Pkt.	Oz.		Tr. Pkt.	Oz.
Brilliant Rose	\$.20	\$.60	Delicate Lilac	\$.20	\$.60
Deep Lavender20	.60	Yellow20	.60

CENTAUREA (Various)

	Tr. Pkt.	Oz.
Americana Lilac —Thistle-like blooms of a rosy-lavender color. Splendid for cutting.....	\$.15	\$.50
Americana White —White form of the above.....	.15	.50
Suaevolens —(Yellow Sweet Sultan or Grecian Cornflower), Very showy large bright yellow flowers; sweetly scented and a popular sort for cutting; lasting well.....	.15	.45

CENTAUREA CYANUS (Cornflower)

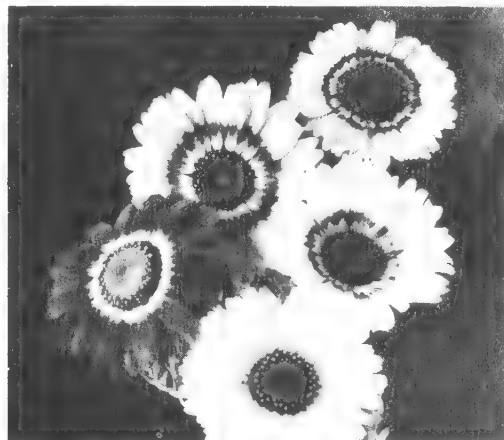
Listed below are the finest improved Florist strains of Centaurea Cyanus. The flowers are large, fully double and the colors intensified. The extra long stems of this strain make them excellent for cut flower purposes. Responds to additional light. Wilt of Centaurea Cyanus may be caused by a single soil born fungus or Verticillium which also causes Seidewitz disease or wilt of Chrysanthemums. The only prevention for this disease lies in the exclusive use of sterilized soil from the seed flats to the finished pot or bench soil. Do not invite trouble by planting this crop in old mum soil unless it is first sterilized.

	Tr. Pkt.	Oz.	¼ lb.	Lb.
Blue Boy —Excellent for forcing.....	\$.15	\$.40	\$1.25	\$4.50
Pinkie —Deep Pink.....	.15	.40	1.25	4.50
Red Boy —Deep Red.....	.15	.40	1.25	4.50
White15	.40	1.25	4.50

CHRYSANTHEMUMS (Annual)

Another group which is finding favor with florists for cut flower material. Chrysanthemums last remarkably well as a cut flower, but for best results, keep them in water for 24 hours before marketing. Sow in mid August to follow early Chrysanthemums. Responds very well to additional light.

	Tr. Pkt.	Oz.
Burridgeanum —White with Crimson and Yellow Ring.....	\$.15	\$.30
Eastern Star —Light Yellow.....	.15	.30
Eldorado —Bright yellow with dark brown disc. One of the best.....	.15	.30
Morning Star —Primrose Yellow.....	.15	.30
Evening Star —Sunflower Yellow.....	.15	.30
Northern Star —Pure White with Yellow Zone.....	.15	.30
W. E. Gladstone —Purple, Crimson and Yellow Zones.....	.15	.30



Chrysanthemum



CINERARIA



Siter's Rainbow Strain Cineraria

Siter's Rainbow Strain—This Cineraria carries immense flower heads, is compact in growth and has small round leaves. The medium large flowers range in colors from the bright-eyed types to the finer pastel shades.

Originator's Packets \$2.00 each

Cremer's Prize Strain—This strain has been greatly improved by the originator—has small foliage that is wilt-proof with tremendous heads of flowers of the brightest colors.

Tr. Pkt., \$1.50 1/32 oz., \$4.00 1/16 oz., \$8.00

Positively do not use soil that was previously used for Mums and especially so if your Mums were affected with Verticillium wilt or Seidewitz disease. CINERARIAS are attacked by this wilt which is a soil born fungus. It will cause the lower leaves to wilt and die and then gradually kill the entire plant. The only prevention for this trouble is to use new field soil from seed flats to finished pot. If you do use old chrysanthemum soil be sure to sterilize it. **TO BE ON THE SAFE SIDE IT IS RECOMMENDED TO STEAM STERILIZE ALL SOILS BEFORE USING.**

CLARKIA (Elegans Double)

For spring flowering sow in early January and grow in shallow soil in flats or benches. Keep plants on the dry side as vigorous growth is not wanted.

	Tr. Pkt.	Oz.
Alba —The best white	\$.20	\$.65
Brilliant —Bright deep rose. Very good color20	.65
Enchantress —Light salmon-pink20	.65
La France —Light salmon-pink20	.65
Orange King — Large, fully double Orange-scarlet. Excellent market variety20	.65
Salmon Queen —Medium light salmon-pink20	.65
Scarlet Queen —Glowing scarlet20	.65
Mixed20	.65

COBAEA SCANDENS

(Cup and Saucer Vine)

	Tr. Pkt.	Oz.
Blue	\$2.25 ¼ lb.	\$.15 \$.60
White20	.80

CUPHEA (Cigar Plant)

	Tr. Pkt.	Oz.
Firefly — Fiery cerise red with small delicately formed flower produced on compact plants	\$.50	

CYNOGLOSSUM

	Tr. Pkt.	Oz.
Blue Bird —Bright Blue	\$.20	\$1.00
Firmament —Flowers of rich vivid Indigo Blue, bushy, base branching, compact habit35	1.75

COSMOS

Hybrida Early Klondyke

	Tr. Pkt.	Oz.
Orange Flare — single early flowering		
Orange	\$.25	\$.75

Sensation

Pinkie —Delightful rose pink25	1.00
Purity —Glistening White25	1.00
Crimson — Deep red selection of Sensation25	2.50
Mixed25	1.00

Peerless Type or Double Sensation

This new double type Cosmos is of the Sensation type form of flower. It is early flowering and a heavy producer of flowers continuing to bloom over a long period.

	Tr. Pkt.	¼ oz.
Pink Lady —Delicate salmon pink	\$.35	\$2.00
White Cloud —Beautiful soft velvet white35	2.00

Extra Early Double Crested or Anemone Flowered

	Tr. Pkt.	Oz.
Crimson King —(Carnelia)	\$.35	\$2.00
Pink Beauty —(Peach Blossom)35	2.00
White Queen —(Whirlwind)35	2.00
Finest Mixed35	2.00

Single Early

Crimson15	.40
Pink15	.40
White15	.40
Mixed15	.40

Late Mammoth Single

Lady Lenox Pink15	.30
Crimson15	.30
Lady Lenox White15	.30



DELPHINIUM PACIFIC STRAIN Vetterle & Reinelt

WE SUPPLY ONLY THE ORIGINATOR'S STRAIN

This is the finest strain of Delphinium yet introduced. From our personal observations in the field, we find this has unquestionably proven to be the leader in Delphiniums of the better type. The flowers are immense in size, well set on strong, straight stems, do not shatter, and are 60 to 80% mildew resistant.

July or August sowing and transplanting into the field during the fall will produce an early crop with large spikes. Delphinium's require a well drained soil, neutral in reaction. January sowing will produce flowers during the summer.

PERCIVAL SERIES (New)

A Companion to the Galahad Series. Large **glistening white** flowers with strongly contrasting **black bee**.

Tr. Pkt.	1/4 oz.	Oz.
\$2.00	\$7.00	\$24.00

BLUE BIRD SERIES

This series can be recommended as being the **clearest medium blues with white bees**. They carry well formed round flowers 2 1/2 inches in diameter on very long, graceful spikes.

CAMELIARD SERIES

A **pure lavender self**, with **white bee**, individual flowers, are very round and flat. Excellent growing habits.

ROUND TABLE SERIES

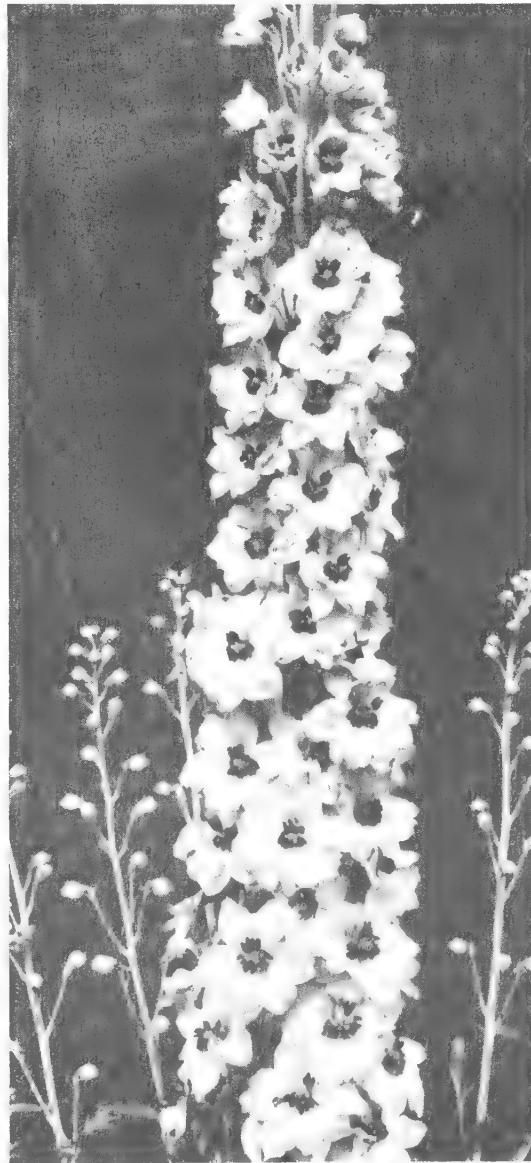
This represents **all the color combinations of the Knights and their Ladies** which will eventually be introduced. Some three hundred different crosses were used to make up this group.

BLUEJAY SERIES

Color striking. **Clear medium to dark blue**. Very intense and alive with contrasting bee.

Tr. Pkt.	1/4 oz.	Oz.
\$1.25	\$4.50	\$14.00

	Tr. Pkt.	1/4 oz.	1 oz.
Light Blue Shades	\$1.00	\$3.50	\$12.00
Dark Blue Shades	1.00	3.50	12.00
Dark Pastel Shades—Consists of Dark Violet, Light Violet and Blue Violet	1.00	3.50	12.00



GALAHAD SERIES

Flowers **Clear White**, averaging three inches in diameter, pyramidal spikes, good branching habit, strong whippy stems with a high percentage of mildew resistance.

Tr. Pkt.	1/4 oz.	Oz.
\$1.50	\$5.00	\$16.00

BLACK KNIGHT

The individual florets, 2 to 3 inches in diameter, are **Dark Purple**, beautifully rounded form with heavy velvety texture. Very large well formed spikes.

KING ARTHUR SERIES

Brilliant Royal Violet with **large white bee**. Individual florets 2 1/2 inches in diameter. Excellent for cut flowers. Mildew resistance from 80 to 90%.

GUINEVERE SERIES

Light Pink Lavender self with **white bee**. Individual florets 2 1/2 to 3 inches in diameter. For cut flowers and show purposes. Mildew resistance—50 to 70%.

SUMMER SKIES SERIES

Clearest Light Blue with **white bee**. Individual florets 2 to 2 1/2 inches in diameter. Ideal for cut flower purposes. Mildew resistance—40 to 60%.

Tr. Pkt.	1/4 oz.	Oz.
\$1.25	\$4.50	\$14.00

	Tr. Pkt.	1/4 oz.	1 oz.
Lavender Pastel Shades — Consists of Lavender, Lavender Pastel and Lilac	\$1.00	\$3.50	\$12.00
White	1.00	3.50	12.00
Pacific Hybrids Mixed	1.00	3.50	12.00

OTHER STRAINS

	Tr. Pkt.	Oz.
Blackmore & Langdon Strain	\$.50	\$3.00
Cliveden Beauty (Improved Belladonna)—Select strain. Turquoise Blue40	2.75
Bellamosum—Dark Blue. Of Belladonna habit of growth.....	.40	2.75
Gold Medal Hybrids—Large flowering. Tall.....	.25	1.50
Lamartine—Fairly deep bright marine blue. Excellent cut flower habit50	5.00
Wrexham Hybrids—Blending of light and dark shades.....	.50	6.00

CHINENSIS

	Tr. Pkt.	Oz.
Alba—Pure white	\$.35	\$2.00
Cambridge Blue35	2.00
Liberty Larkspur—Dark Blue.....	.35	2.00
Finest Mixed15	.75

For Complete list of Vegetable Seed see Pages 34, 35 and 36



Dahlia Unwin's Dwarf Hybrids

DAHLIAS

These are easy to raise from seed and are overlooked by many florists. Vast improvements have been made in these strains which come remarkably true to type and height. They are early flowering, blooming profusely the same year they are sown.

For small pot plant sales in the spring the seed should be started during January or February. To produce four inch pot plants for Mothers' Day sow the seed in November.

Unwin's Dwarf Ideal Bedding Mixed —Early flowering semi-double, 18 inches tall in a wide range of colors	Tr. Pkt. \$.50	Oz. \$2.50
Coltness Hybrids —Dwarf single type; very free flowering; height 2 feet; choice mixed colors.....	.40	2.50

DIDISCUS

Responds to additional light

Coerulea —(Blue Laceflower)	Tr. Pkt. \$.25	Oz. \$1.00
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DIMORPHOTHECA (African Daisy)

Aurantiaca —Golden Orange. Splendid for cutting; well adapted for forcing.....	.25	1.00
Aurantiaca Hybrid Mixed20	.75

Double Hybrids Mixed—These Dimorphothecca range in color from deep salmon orange to white with many intermediate shades. Plants grow about eight inches tall and about fourteen inches in diameter. Individual flowers are large and have a crested center. ¼ oz., \$3.00 — Tr. Pkt. \$5.00.

DRACAENA

Australis —Broad leaved variety.....per ¼ lb.,	Tr. Pkt. .20	Oz. .85
Indivisa —Narrow green leaves. The popular kind for bedding or vases.....lb., \$4.00, per ¼ lb.,	.15	.40

EUPHORBIA

Heterophylla —(Annual Poinsettia)15	.50
Variegata —(Snow on the Mountain).....	.15	.30

FEVERFEW (Matricaria)

Double White —Excellent for cut flowers.....¼ oz.,	.50	
Golden Ball —Yellow40	2.00

GAILLARDIA PICTA

Indian Chief —Single bronzy red.....	.15	.50
Double Lorenziana —Finest mixed15	.40
Single Mixed15	.40



Dimorphothecca Aurantiaca

GOMPHRENA (Globe Amaranth)

Splendid everlasting, excellent for bedding

Globosa Rubra	Tr. Pkt. \$.15	Oz. \$.35
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GOURDS (Ornamental)

Cave Man's Club —Knobby, club shaped, dark green15	.50
Large Varieties Mixed15	.25
Small Varieties Mixed15	.25
Warted —Mixed colors and shapes.....	.15	.30
La Montagne Silver Medal Strain — (originators seed)—Considered one of the best strains.....	.35	1.50

GREVILLEA (Silk Oak)

March sowing will make a good sized specimen by fall. June sowing will make 2¼ inch pot plants ideal for use in panning poinsettias.

Robusta —A splendid foliage plant; makes an ideal base for made-up holiday baskets; easily raised from seed25	.85
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Didiscus Coeruleus

GLOXINIA

From the time the seed is sown six months is required to mature this plant.

Mixed—This mixture consists of the most desirable Florist strains of the flexible leaf type Tr. Pkt. \$1.00

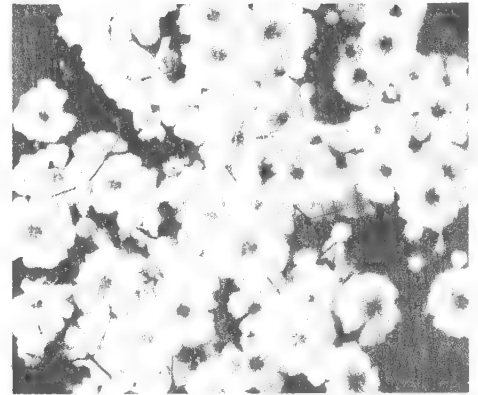
GYPSOPHILA (Baby's Breath)
(Annual)

Free blooming plants of easiest culture. Desirable for cutting to mix with other flowers.

	Oz.	1/4 lb.	1 lb.
Convent Garden Strain —Pure White	\$.25	\$.60	\$1.75
London Market Improved20	.60	1.60
Paris Market —White15	.40	1.00

HELIANTHUS (Double Sunflower) Tr. Pkt. Oz.

Sun Gold—Brilliant golden yellow, large double flowers, free flowering, 100% double; 4 to 5 feet tall. Fine for large basket work. Well worth a trial \$.15 \$.50



Gypsophila London Market Improved



Helianthus Sun Gold

HELICHRYSUM MONSTROSUM
(STRAW FLOWER)

	Tr. Pkt.	Oz.
Canary Yellow	}	\$.15 \$.60
Crimson		
Fireball or Scarlet		
Goldenball		
Rose Carmine		
Rose Queen		
Salmon Queen		
Silverball		
Silvery Pink		
Violet Queen		
Finest Mixed		

IPOMEA

	Tr. Pkt.	Oz.
Clark's Mammoth Blue —(Heavenly Blue Improved)— plant in a dry sandy location and never apply fertilizer 1/4 lb., \$2.00	\$.25	\$.75
Cornell —Carnelian red bordered white, free blooming30	1.75
Pearly Gates —(New)—Lovely Lustrous White with creamy shading deep down in the throat35	1.75
Scarlett O'Hara —Rich dark wine red or deep rosy crimson30	1.50
Noctiflora —(Moonflower)—Flowers at night 1/4 lb., \$1.00	.15	.40

KALANCHOE

For Christmas flowering shade the plants with black cloth from September 1st to October 10th from 5 P.M. to 8 A.M. each day and grow in a 60 degree house: Tr. Pkt. 1/64 oz.

Blossfeldiana—A succulent pot plant that is of very easy cultivation; in form the flowers are similar to Bouvardia and in color a very bright scarlet 3 Tr. Pkts. \$2.50 \$1.00

Tom Thumb—A dwarf strain of Blossfeldiana. Ideal for pot plants. For best results sow seed in January..... 1/32 oz., \$9.00 2.50 \$5.00

KOCHIA

(Summer Cypress or Mexican Fire Bush) Tr. Pkt. Oz.
Childsi—Improved strain \$.10 \$.20

LILIUM

Lilium Longiflorum praecox White Queen. Tr. Pkt. 1/8 oz.
 Remarkably quick in blooming 12-15 months, pure white \$1.00 \$1.75

LINARIA

Excellent for combination work. Resembles a miniature snapdragon. When sown in January will make good material for combination pots for Mothers' Day.

Fairy Bouquet—Pastel shades; compact growing Tr. Pkt. Oz.
 \$.20 \$1.25

LUNARIA (Honesty)

Biennis Alba—Silvery seed pods Tr. Pkt. Oz.
 \$.20 \$.60

LUPINUS (Annual)

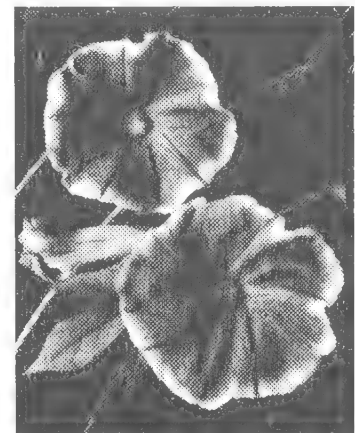
New Giant King

A new improved strain. 3 to 4 ft. tall. King Lupinus have the base branching habit, with four to six long spikes to the plant. Each spike has from 25 to 50 more blooms than the Hartwegii type. The blooms are also a little larger. Sow seed in early October in pots and follow Chrysanthemums; will bloom in April and May.

	Tr. Pkt.	Oz.
King Blue —Oxford Blue 1/4 lb. \$1.50	\$.20	\$.60
King Sky Blue —Light Blue..... 1/4 lb. 1.50	.20	.60
King Heliotrope —Rosy purple 1/4 lb. 1.50	.20	.60
King White —Pure White..... 1/4 lb. 1.50	.20	.60
King Mixed 1/4 lb. 1.50	.20	.60

LUPINUS HARTWEGII

	Tr. Pkt.	Oz.
Sky Blue 1/4 lb. \$1.00	\$.15	\$.30
Rich Blue 1/4 lb. 1.00	.15	.30
White 1/4 lb. 1.00	.15	.30
Pink 1/4 lb. 1.00	.15	.30



Ipomea Cornell

LOBELIA

Sow Early to Get Best Results

	Tr. Pkt.	Oz.
Blue Gown —Clear deep blue without eye, compact habit \$.40	\$2.75	
Blue Stone —Dwarf bright blue, compact habit.....	.40	2.75
Cambridge Blue —Light Blue; large flowers, green foliage; compact40	3.00
Crystal Palace Compacta —Dwarf, dark blue; dark foliage35	2.00
Emperor William —Dwarf, clear blue without eye.....	.25	2.00
Mrs. Clibran Imp. —Dwarf blue, white eye.....	.40	3.00
Sapphire —Deep blue, white eye, trailing.....	.35	2.00



ANNUAL LARKSPUR

GIANT IMPERIAL or BASE BRANCHING

Tall, upright compact, basal branching in habit, the Giant Imperials have superseded all other types of Larkspurs for florists' and general garden use. The delphinium like spikes or double flowers, carried on stems 4' - 5' long, are compactly placed on the upright growing plants, requiring only about one-half the space needed for the old stock flowered type of Larkspur.



Larkspur

	Tr. Pkt.	Oz.	Lb.
Blue Bell—Azure blue	\$.25	\$1.00	\$10.00
Blue Spire—Very deep violet blue25	1.00	10.00
Carmine King—Deep carmine rose25	1.00	10.00
Coral King—Coral pink white shaded ..	.25	1.00	10.00
Daintiness—Delicate lavender25	1.00	10.00
Dazzler—Rich scarlet25	1.00	10.00
Exquisite Pink Improved			
Soft pink shaded salmon25	1.00	10.00
Exquisite Rose—Rose pink25	1.00	10.00
Gloria Improved—Deep Salmon Rose..	.25	1.00	10.00
Lilac King—Rich lilac, fully double closely spaced florets25	1.00	10.00
Lilac Spire25	1.00	10.00
Los Angeles Improved			
Brilliant pink on Salmon25	1.00	10.00
Miss California—Deep rose on salmon ..	.25	1.00	10.00
Pink Perfection—Beautiful shade of lively light salmon pink35	1.50	
Pink King—Soft shade of salmon rose....	.25	1.00	10.00
Rosalind—Rose suffused salmon25	1.00	10.00
Sweet Lavender—Lavender color25	1.00	10.00
The Empress Improved—Salmon rose25	1.00	10.00
White King—Glistening white, huge flowers25	1.00	10.00
White Spire—Pure white, early25	1.00	10.00

LARKSPUR TALL DOUBLE STOCK FLOWERED

	Tr. Pkt.	Oz.	Lb.		Tr. Pkt.	Oz.	Lb.
Dark Blue—Violet purple	\$.20	\$.50	\$6.00	Rosamond—Pure deep rose	\$.20	\$.50	\$6.00
Lilac Supreme—Purplish lilac20	.50	6.00	Rose Queen—			
Los Angeles—				Soft rose with salmon tinge20	.50	6.00
Brilliant pink on salmon20	.50	6.00	White20	.50	6.00

Larkspur seed may be sown directly in the open in the fall and will flower the following spring. There are two distinctly different methods used and each have a number of successful supporters. The first method is to sow the seed fairly early in the season about August 15th to September 15th. The small Larkspur seedlings will be sufficiently large enough when cold weather sets in to winter over when given a light mulch. The other method employed is to sow the seed in rows in late October or Early November so that it will not germinate until early next spring. This crop of Larkspur will generally come in shortly after Delphinium Belladonna.

MARIGOLD

GIGANTEA

A remarkable new sweet scented, robust growing extremely large flowered type, ideal for show purposes, florist use and garden decoration. It has also been tested and found good for greenhouse culture.

	Tr. Pkt.	Oz.
Orange Sunset—Deep, rich, lively orange.....	\$.35	\$1.75
Sunset Giants—A rich mixture of Deep Orange, Golden Orange, Light Yellow, Lemon Yellow.....	.35	1.75

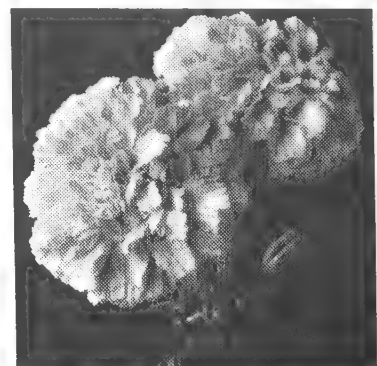
TALL DOUBLE AFRICAN VARIETIES

Of comparative recent development, these all double strains produce practically 100% true double flowers.

	Tr. Pkt.	Oz.
Orange All Double—Rich Orange	1/4 lb. \$5.00	\$.30 \$1.50
Lemon All Double—Bright Lemon Yellow.....	1/4 lb. 5.00	.30 1.50
Prince of Orange Improved	1/4 lb. 5.00	.30 1.50
Lemon Queen—Improved.....	1/4 lb. 5.00	.30 1.50
Golden Emblem—A distinct shade of deep golden yellow	.30	1.25

MISSION GIANTS (Chrysanthemum Flowered)

	Tr. Pkt.	Oz.
Goldsmith—Rich golden orange	\$.40	\$2.75
Yellowstone—Clear golden yellow50	3.00



Marigold Carnation Flowered

CARNATION FLOWERED

We are glad to be able to list additional colors of the ever popular SUPREME marigolds. One of the best of all marigolds for cutting. Odorless foliage.

	Tr. Pkt.	Oz.
Guinea Gold—Reselected Strain, Orange, loosely ruffled flowers. 2 - 2 1/2 feet.....	1/4 lb. \$5.00	\$.25 \$1.50
Orange Supreme—Deep orange30	1.50
Golden Supreme—Bright golden orange30	1.50
Yellow Supreme	1/4 lb. \$5.00	.25 1.25



MARIGOLDS

HARMONY TYPES

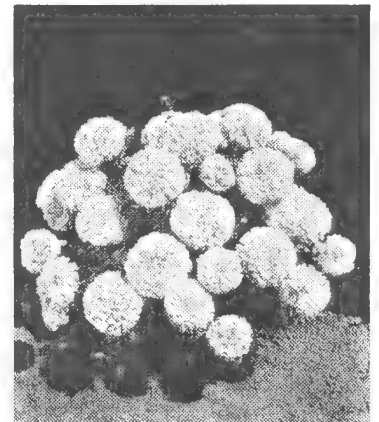
	Tr. Pkt.	Oz.
Golden Harmony — Luminous golden yellow	\$.25	\$1.25
Harmony — Deep orange center petals flanked by wide dark maroon brown petals25	1.00
Harmony Hybrids —Dwarf attractive mixture of harmony type; crested flowers30	1.50
Harmony Mixture Tall Double —Tall growing form of Harmony Hybrids30	1.50
Spotlight —Yellow center; red guard petals30	1.50
Sunkist —(New)—Rich deep Golden Orange ¼ oz., \$.75	.40	2.50



*Marigold Dwarf
Harmony Type
Butterball*

DWARF FRENCH VARIETIES

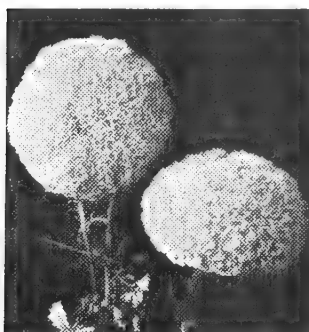
	Tr. Pkt.	Oz.
Fire Cross —Single, saffron, orange with brown, red center	\$.15	\$.40
Golden Ball —Extra large double golden yellow flowers. Plants are dwarf and compact25	1.00
Legion of Honor —Single golden yellow with crimson spot15	.40
Lemon Ball —Double yellow flowers25	1.00
Double Monarch Strain Mixed —Compact type. A wide range of colors ¼ lb., \$2.00	.20	.75
Dwarf Royal Scott All Double —Rich mahogany and gold35	1.75
Scarlet Glow —Mahogany turning to orange scarlet35	1.75



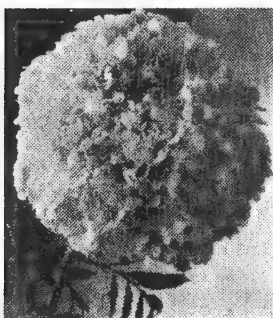
*Marigold
Dwarf Gigantea
Pot O'Gold*

DWARF GIGANTEA

	Tr. Pkt.	Oz.
Pot O'Gold —Deep golden orange, 100% all double	\$.35	\$2.00
Gypsy Jewels — A mixture of various shades of yellow and orange. Plants dwarf compact and neatly formed35	1.75



*Marigold
Tall African*



*Marigold Gigantea
Full Double
Orange*

MINIATURE

	Tr. Pkt.	Oz.
Butterball —Dwarf. Soft Butter Yellow	\$.35	\$1.75
Melody —Dwarf. Double, Brilliant Orange35	2.00
Spry —Yellow crested center, mahogany-red guard petals.....	.35	1.75
Yellow Pigmy —Very dwarf compact plants about 8 inches tall. Free flowering with lemon yellow blooms.....	.35	1.75

TAGETES SIGNATA PUMILA (Mexican Marigold)

Small single flowered marigold with finely cut foliage. Very free flowering. Growing 6 to 10 inches in height it may be used in combinations as well as for bedding. Will stand adverse weather conditions well.

	Tr. Pkt.	Oz.
Little Giant —Deep orange, free flowering.....	\$.25	\$1.25

TALL FRENCH

	Tr. Pkt.	Oz.
Josephine —(Single)—Dark crown with edging of gold and a glint of crimson	\$.15	\$.50
Liebs Winter Flowering —Deep brown with yellow center.....	.35	1.75
Liebs Winter Sunshine —Golden Yellow, orange center.....	.50	



MIGONETTE

Valuable for cutting on account of its fragrance
Seed sown in September will flower in late winter.
January sowing will bloom in May.

Giant New York Market — Selected Tr. Pkt. Oz.
Florist Strain \$1.00 \$6.00

NASTURTIIUM DOUBLE GLEAM

Golden Gleam—Golden yellow, Oz. ¼ Lb. Per Lb.
sweet scented, long stemmed..... \$1.15 \$3.35 \$1.00
Moon Gleam—Light golden cream .15 .40 1.25
Orange Gleam—Deep glowing
golden orange15 .40 1.25
Salmon Gleam—Delicate golden
salmon15 .40 1.25
Scarlet Gleam—Scarlet, sweet
scented15 .35 1.00
**Glorious Gleam Hybrids Finest
Mixed**—Wide assortment colors,
sweet scented15 .40 1.00

NASTURTIIUM DWARF DOUBLE

Golden Globe—Golden yellow,
sweet scented \$1.15 \$4.40 \$1.25
Gem Mixture—Dwarf compact gem-
like plants, excellent color range,
sweet scented15 .40 1.25

NIEREMBERGIA—(Dwarf Cup Flower)

Sow seed early to have plants in flower for Decoration
Day. Excellent plant for edging and general bedding
work. Will flower profusely during entire summer.

Purple Robe — Deep Violet Purple.

Tr. Pkt. 1/32 oz.
\$.50 \$1.75

NEMESIA NANA COMPACTA

Dwarf habit. Branches freely from base. Excellent for
pots and combination work. Tr. Pkt. ¼ oz.

Aurora—Carmine red with white lip..... \$1.25 \$.60
Blue Gem Improved—Myosotis blue,
free flowering25 .60
Fire King—Brilliant scarlet-crimson,
large flowers25 .60
Orange Prince—Rich orange large flowers .25 .60
Superbissima Mixed—Large flowered
bright shades25 .60

NEMESIA STRUMOSA GRANDIFLORA

Large flowered and long stemmed. August sowing
grown in shallow soil will make excellent cut flowers
in December and January. October sowing will pro-
duce a crop in the spring. May also be grown in large
pots with a number of plants planted in each pot.

Tr. Pkt. ¼ oz. Tr. Pkt. ¼ oz.
Blue \$1.25 \$1.60 **Rose** \$1.25 \$1.60
Cherry Red25 .60 **Scarlet**25 .60
Orange25 .60 **White**25 .60
Finest Mixed—Very bright mixture..... .25 .60

NICOTIANA AFFINIS (Ornamental Tobacco)

Showy sweet scented annual plants, giving a continu-
ous display of Summer flowers. Tr. Pkt. Oz.

White—Fragrant \$1.15 \$1.40
Crimson Bedder—Compact, Deep Crimson .25 1.75
Rose and Pink Shades25 .75
Suaveolens—(Miniature White)—white;
fragrant; 1½ ft..... 1/16 oz., \$1.00 .50

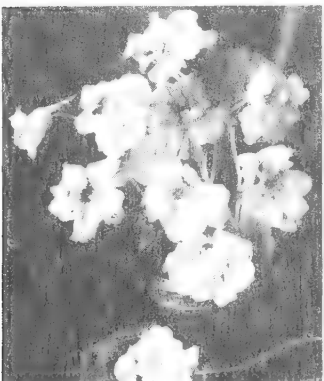
PANSIES

Gloeckner's Superfine "Non Plus Ultra"—This strain has large, fine flowers of
superb texture and excellent markings. It is made up of fourteen separate
colors so blended that it gives a perfect color balance to the mixture. It is
without question a perfect strain for the commercial trade.....

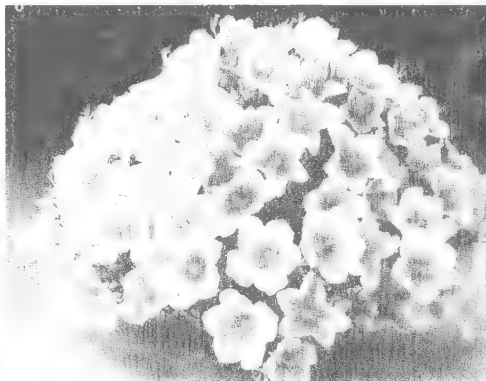
Gloeckner's Exhibition Mixed
Roggli Swiss Giant Imp. Mixed.....
Coronation Gold—Canary yellow; lower petals flushed golden orange, slightly
spicy scented
Tr. Pkt. 1/8 oz. ¼ oz. Oz.
\$1.00 \$1.50 \$2.75 \$10.00

SWISS GIANT SEPARATE COLORS

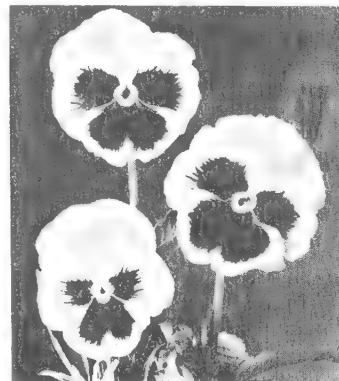
Roggli's Giant Alpenglow—Cardinal shades \$.75 \$1.25 \$2.25 \$ 8.00
Roggli's Giant Berna—Dark violet blue..... .75 1.25 2.25 8.00
Roggli's Giant Blue—(Ullswater)—Rich clear blue..... .75 1.25 2.25 8.00
Roggli's Giant Luna—Sulphur yellow self..... .75 1.25 2.25 8.00
Roggli's Giant Pure White75 1.25 2.25 8.00
Roggli's Giant Rheingold—Yellow with blotch..... .75 1.25 2.25 8.00



Nasturtium



Nierembergia



Pansy



Nicotiana Affinis

PEPPERS

Florists have been looking for a greater variety of potted plants for fall and Christmas. The Ornamental Pepper which is easily grown from seed and gives satisfaction as a house plant should be a valuable addition to this class. The seed we offer is from careful single plant selections which possessed the following desirable characteristics:

Good habit of growth. Quantity and color of berries and plants that carried them well above the foliage.

We consider the varieties listed below the best in their type.

CHRISTMAS CANDLE

A new type Christmas pepper bearing large quantities of medium candle-like fruit held erect on the plant.

Sow June 1st for finished plant in September.

Sow June 18th for finished plant in November.

Sow July 1st for finished plant at Christmas. PINCH TWICE.

LONG POINTED

A fine selection of long pointed type Christmas pepper, Fruit somewhat smaller than Christmas Candle. This type carries large quantities of fruit, is a good grower and grows erect.

When the fruit ripens it turns from white to yellow and orange, then to a lively scarlet.

Sow July 1st for Christmas. PINCH ONCE.

BIRDS EYE

This is the ever popular birds eye pepper or holly berry type. Makes a good dwarf plant literally covered with small round peppers about twice the size of a pea. The fruit is born on top of the foliage, making it an excellent type for Christmas use.

Sow July 1st for Christmas. PINCH ONCE.

YELLOW KING

A long pointed golden yellow pepper. This variety is somewhat taller and just a trifle loose in its habit, however for make up work it is excellent, if you need a pepper of this color. Sow July 1st for Christmas. PINCH ONCE.

Trade Packet \$1.25

SOLANUM PSEUDO CAPSICUM

CLEVELAND CHERRY

An exceptional selection of Solanum. Fine dwarf habit of growth carrying large quantities of bright red fruit held well erect over the foliage.

Sow February 1st for Christmas.

Grow in the field and not in pots. Lift from the field and pot up about September 10th. Pinch only as needed to prevent uneven growth.

YELLOW QUEEN

Identical to the red type Solanum except that the fruit is golden yellow.

Sow February 1st for Christmas.

Grow in the field and not in pots. Lift from the field and pot up about September 10th. Pinch only as needed to prevent uneven growth.

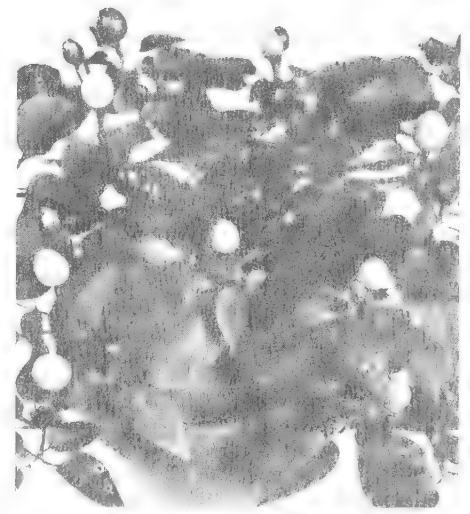
Trade Packet \$1.00



Solanum



Pepper Christmas Candle



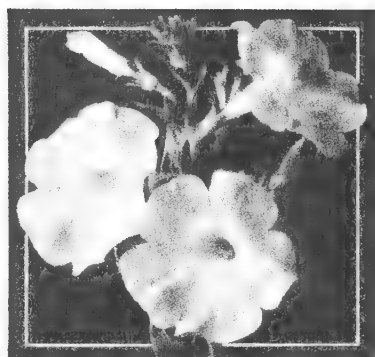
Pepper Birds Eye

PLEASE NOTE: The sowing dates as given are for the latitude and vicinity of New York City. If you are located farther north it would be well to sow a little earlier. If you are located to the south with more sunshine and a later Fall it is suggested that you sow a little later. Sowing dates must vary depending on your particular location.

PEPPERS are heavy feeders therefore do not allow the plants to become starved but keep them growing at all stages. They must be fed regularly, even when in fruit to maintain good color of foliage and berries.



PETUNIAS



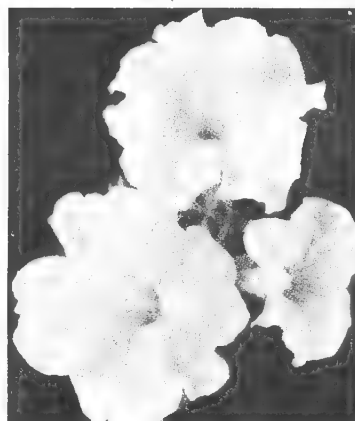
Petunia Rosy Morn

HYBRIDA NANA ERECTA (Dwarf Hybrid Class)

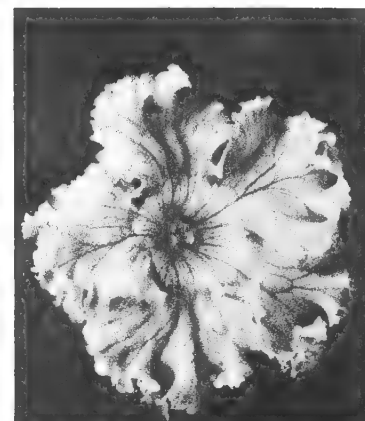
	Tr. Pkt.	1/4 oz.	Oz.
Blue Bedder —Mid Blue	\$.50	\$1.00	\$3.00
Celestial Rose Improved — Deep rose very compact50	1.50	4.00
Commander — White star on bright crimson50	2.75	
Cream Star —Creamy white50	1.75	6.50
First Lady —Soft light pink. 1/8 oz., 2.00; 1/16 oz., 1.2550		
Glow —Dazzling carmine red50	5.00	
Heavenly Blue Improved — Light Blue40	1.75	6.50
Howard Star Improved — Velvety purple, pure white star35	1.50	5.00
King Henry — Rich velvety red. Dwarf and large flowered. 1/32 oz., 1.25; 1/16 oz., 2.25; 1/8 oz., 4.0050		
Radiance (Hybrida) —Rich rose or cerise with golden throat50	2.00	7.00
Ladybird —Bright carmine overlaid with scarlet	1.00		
Rose of Heaven —Rose Pink35	.75	1.75
Rose of Heaven Improved — Very dwarf50	1.00	3.00
Rose Queen Improved — Intense brilliant rose50	3.00	
Rosy Morn —Rose, white throat35	.75	2.50
Rosy Morn Improved —Very dwarf50	1.00	3.00
Salmon Supreme — Light salmon white throat, 1/16 oz., 1.25; 1/8 oz., 2.5050		
Snowball — Pure white, very compact25	.50	1.75
Topaz Queen —(Hybrida)— Extra dwarf. Scarlet Rose50	1.75	6.00
Twinkles — Brilliant rose starred white35	1.50	
Velvet Ball — Deep Velvety Blood Red. 1/32 oz., 1.5075		
Violet Blue — Compact habit; rich violet blue50	1.50	4.75
Violacea —Deep velvety purple50	1.00	3.00
Choiced Mixed25	.50	1.75

GRANDIFLORA SINGLE PLAIN EDGED

	Tr. Pkt.	1/64 oz.	1/32 oz.
Admiration — Velvety blue spotted white	\$.75	\$1.75	\$3.00
Blue Beauty — Distinct shade of violet blue50	1.25	2.25
Elks Pride Improved — Best large dark velvety purple.....	.75	1.25	2.00
Dwarf Elks Pride — Same color as above but much more dwarf	1.00	1.50	2.00
Pink Glory Improved — Flame Rose Pink, very compact75	1.75	3.00
Silver Seam —Dark blue with edge of petals clearly seamed white75	1.50	2.50
Snowstorm Improved — Glistening white, shaded yellow in throat.....	.75	1.75	3.00
Velvet Flame —Crimson75	1.50	2.50
White Cloud — Pure white, dwarf, compact75	1.50	2.50



Petunia Grandiflora Plain Edged White Cloud



Petunia Grandiflora Single Fringed Theod

BALCONY PETUNIAS

	Tr. Pkt.	1/4 oz.	Oz.
Black Prince — Deep rich velvety crimson	\$.50	\$2.00	\$7.00
Blue —Rich Indigo35	1.25	4.00
Crimson —Velvety35	1.00	3.00
Rose —Brilliant35	1.25	4.00
Balcony Rosy Morn — Pink with white throat50	2.00	
White —Pure White35	1.25	4.00
Mixed Colors35	1.25	4.00

PETUNIA RUFFLED NANA COMPACTA

	Tr. Pkt.	1/64 oz.	1/32 oz.
Ruffled Grandiflora Nana Com- pacta Mixed — See page 3 for complete description75	1.25	2.25

PETUNIAS

GRANDIFLORA COMPACTA SINGLE FRINGED OR DWARF ERFURT

For fringed flower and compact growth this class is considered extremely valuable.

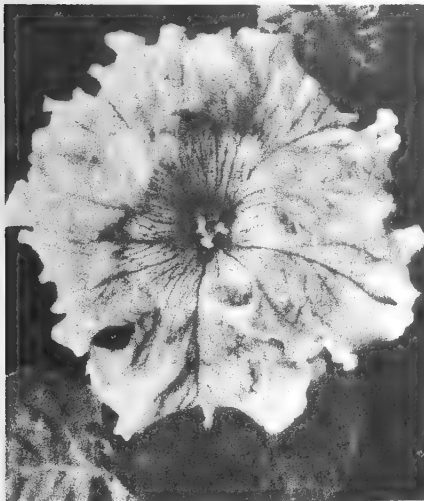
	Tr. Pkt. 1/64 oz. 1/32 oz.		
Gaiety —Rose and white, daintily fringed, free flowering	\$1.00		
Gottfried Michaelis —			
Velvety magenta crimson, dark throats50	\$1.50	\$2.50
Lace Veil —			
Pure white, large flowers, free flowering.....	1.00	2.00	3.50
Setting Sun —Brilliant deep rose, dark throats	1.00	2.00	3.50
Finest Mixed	1.00	2.00	3.50



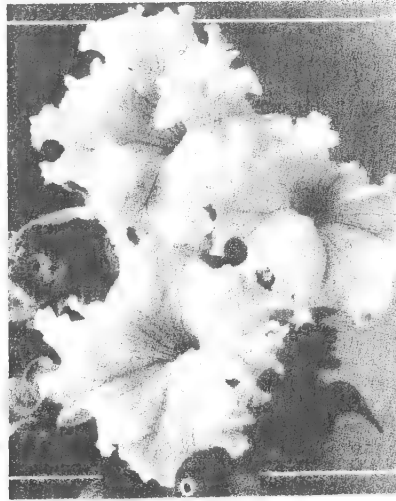
Petunia Lace Veil

GRANDIFLORA SINGLE LARGE FLOWERING FRINGED

	Tr. Pkt. 1/64 oz. 1/32 oz.					
Dainty Lady —Very Pale Yellow.....	\$1.00			Romany Lass —		
Golden Jubilee —				Deep crimson, deeper throat.....	\$.75	\$1.50
Rose Carmine; golden throat.....	1.00			Royal Purple —(Marine)75	1.50
Miranda —				Steel Blue —(Fimbriata Coerulea)		
Rose carmine, dark throats75	1.50		medium blue75	1.50
Pink Triumph —Bright rose pink.....	.75	1.50		Theodosia Improved —		
Pride of Portland —Deep Pink75	1.50		Largest fringed rose, gold throat	.75	1.75 \$3.00
Rapture —				White Beauty75	1.25
Orchid Rose with golden throat	.75	1.50	2.50	Fluffy Ruffles Mixed50	1.25



Petunia Giants of California Supreme Strain



Petunia Dainty Lady

CALIFORNIA RUFFLED GIANTS (Large Throated)

	Tr.	1/64	1/32
	Pkt.	oz.	oz.
Coppery Red — Coppery scarlet, dark throat	\$.75	\$1.50	\$2.50
German Empress — Lilac veined, purple throat75	1.50	2.50
Glamour —(New)—			
Salmon rose, delicately veined brown in the creamy throat. An All America selection75	1.75	3.00
Prince of Wuerttemberg —(Black Prince)—Dark crimson, black throat..	.75	1.50	2.50
Princess of Wuerttemberg —Rose, deep garnet throat75	1.50	2.50
Rheingold —Large white, bright yellow throat75	1.50	2.50
Robin Hood —Dark crimson, dark throat75	1.50	2.50
Silver Rose —Silvery rose, large veined throat75	1.50	2.50
Supreme Strain — Large ruffled flowers in Rose and Pink shades75	1.50	2.75
Mixed75	1.50	2.50

DWARF GIANTS OF CALIFORNIA

Ramona Strain—A dwarf sturdy growing type especially suited to pot culture. Flowers are beautifully ruffled and fringed with open well marked throats.

Tr. Pkt.	1/64 oz.	1/32 oz.	1/16 oz.	1/8 oz.
\$1.00	\$1.75	\$3.00	\$5.00	\$9.00

Dwarf Continental Giants—A selected dwarf strain in an exceptionally fine mixture.

Trade Packet \$1.50



Primula Malacoides Springtime



Papaver Nudicaule



Portulaca Grandiflora Double

PRIMULA MALACOIDES "SPRINGTIME"

ANOTHER *Gloeckner* INTRODUCTION

Springtime is one of the finest Malacoides ever offered. The color is an attractive **salmon pink** which does not fade with age. The flower stems are strong and support a profusion of good sized blooms; and unlike many other varieties of Malacoides, the foliage has good texture and is fairly resistant to rot. Thus the outstanding features of this variety are its pleasing salmon pink color, compact habit of growth and excellent keeping quality.

Seed sown in June will make good flowering plants for January. September sown seed will produce good plants for early Spring; while later sowings can be grown into small plants usable in combinations.

TRADE PACKET \$2.00

PRIMULA GIANT MALACOIDES

Fairy Jewels—(Double)—Rose pink	Tr. Pkt. \$1.50
Enchantress—Soft Salmon	1.50
Snowflake—Pure white	1.00
Giant Malacoides Mixed	1.00

PRIMULA MALACOIDES ERIKSSONI

New Baby—Glowing deep pink	Tr. Pkt. \$1.00
Glory of Riverside—Rose pink	1.00
New Giant—Pink	1.00
Wonder Baby—Pink	1.00

PRIMULA OBCONICA

Mueller Rose	Tr. Pkt. \$1.50	1/64 oz. \$2.50	1/32 oz. \$4.00
Mohnstein Red	1.50	2.50	4.00
Fasbender—Red	1.50	2.50	4.00
White	1.50	2.50	4.00

PHLOX DRUMMONDI (Dwarf)

Cecily Mixed—An extra fine re-selected strain.	Tr. Pkt.	1/4 oz.	Oz.
Excellent color range	\$.50	\$1.25	\$4.00

PHLOX GRANDIFLORA (Tall Growing)

Alba—Pure White	Tr. Pkt. \$.35	1/4 oz. \$.75	Oz. \$2.75
Brilliant—Clear Rose, Dark Eye35	.75	2.75
Chamois Rose—Carmine Eye35	.75	2.75
Coccinea—Scarlet35	.75	2.75
Lilac35	.75	2.75
Isabelliana—Primrose Yellow35	.75	2.75
Rosy Morn—Deep Rose Pink with white eye40	.85	3.00
Art Shades Mixed40	.75	2.75

POPPY NUDICAULE (Iceland Poppy)

GIANT FLOWERING STRAINS

The Emperor—Extremely large flowered, orange	Tr. Pkt. \$.40	Oz. \$4.50
The Empress—Very large flowered, delightful salmon Rose shades40	4.50
Amurense Yellow—Fine large flowered, yellow40	4.50
El Monte—Deep tangerine, orange25	2.50
Fakenham Hybrids—Fine strain25	2.50
Gartref Strain—Pastel colors, picotee markings35	4.00
Sanford's Giants—Finest Mixed, vigorous growers, long stems, fine colors30	3.00

PORTULACA

Double—Larger flowering Mixed. Extra fine quality	Tr. Pkt. \$.25	Oz. \$2.25
Single—Large flowering Mixed15	.50

QUEEN ANNE'S LACE FLOWER

Tr. Pkt. Oz.
 Flowers are white, similar to wild carrot. Good filler for retail work, may be dyed.....\$.15 \$.75

RUDBECKIA

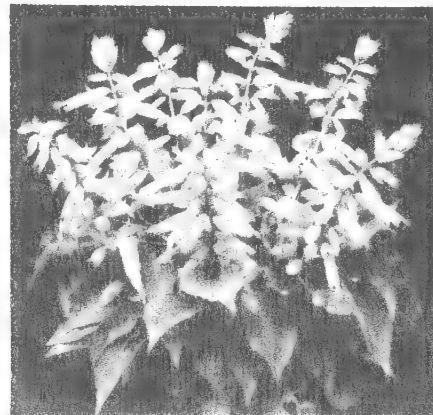
Tr. Pkt. ¼ oz. Oz.
Hirta Autumn Tints — Bronzy Autumn shades; petals stand out; do not drop; 4 inch flowers\$.35 \$2.00
Kelvedon Star — Long stemmed cutting strain. Yellow, Orange and mahogany shades with dark centers\$.25 \$.50 \$1.75

RICINUS (Castor Beans)

Zansibariensis Mixed — Very richly colored foliage. Enormous plant, on good soil growing 10' high.
 Oz., 20c Per lb., \$2.25

SALPIGLOSSIS EMPEROR or SUPERBISSIMA (Painted Tongue)

	Tr. Pkt.	Oz.
Brown and Gold	\$.25	\$1.25
Crimson25	1.25
Crimson and Gold.....	.25	1.25
Faust—Black25	1.25
Light Blue and Gold.....	.25	1.25
Purple25	1.25
Purple and Gold25	1.25
Rose and Gold25	1.25
Rose Crimson and Gold.....	.50	2.50
Scarlet and Gold25	1.25
Velvety Red25	1.25
Violet25	1.25
Violet and Gold.....	.25	1.25
White and Gold.....	.25	1.25
Yellow—Golden Yellow25	1.25
Finest Mixed20	1.00



Salvia

SALVIA

	Tr. Pkt.	¼ oz.	Oz.
America —Globe of Fire.....	\$.50	\$1.50	\$5.00
Bonfire —(Clara Bedman)50	1.50	5.00
Fire Magic —Earliest and dwarfest Salvia; very fine65	2.00	7.00
Harbinger — Early flowering dwarf, bright scarlet.....	.50	1.50	5.00
Splendens —Tall growing50	1.00	3.00
Firebrand — Extra early, very dwarf scarlet50	1.25	4.75
Zurich —Dwarf very early scarlet50	1.25	4.75

MISCELLANEOUS

Farinacea Blue Bedder — Deep blue50	1.00	3.00
Farinacea Royal Blue —More intense color than Blue Bedder..	1.00	3.00	10.00

SAPONARIA VACCARIA

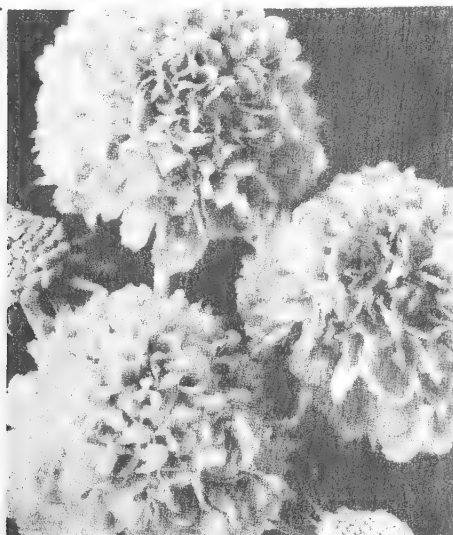
January 15th sowing in shallow flats will flower for Mothers' day.

	Tr. Pkt.	Oz.
Rosea (Gloeckner Strain) — Used in same manner as "Baby's" breath; feathery pink flowers	\$.25	\$1.00

SCABIOSA

LARGE FLOWERED TALL DOUBLE (Old Maid's Pincushion)

This long stemmed, free flowering annual is gaining great popularity as a summer cut flower. Every retail grower should have a good supply all summer. This flower is easily grown when seeded in April and transplanted out of doors.



Scabiosa Imperial Giants Blue Moon

	Tr. Pkt.	Oz.
Ageratum Blue —Mid blue	\$.15	\$.50
Azure Fairy —Azure blue15	.50
Blue Cockade —Deep blue15	.50
Cattleya —Rich rosy lilac, orchid tone15	.50
Coral Pink —Rich pink15	.50
Cherry Red or Crimson15	.50
Fire King —Fiery scarlet15	.50
King of the Blacks —Reddish black.....	.15	.50
Loveliness —Salmon rose shades15	.50
Peach Blossom15	.50
Rosette30	1.50
Rose15	.50
Shasta —Pure white, very large.....	.15	.50
Special Mixture15	.50

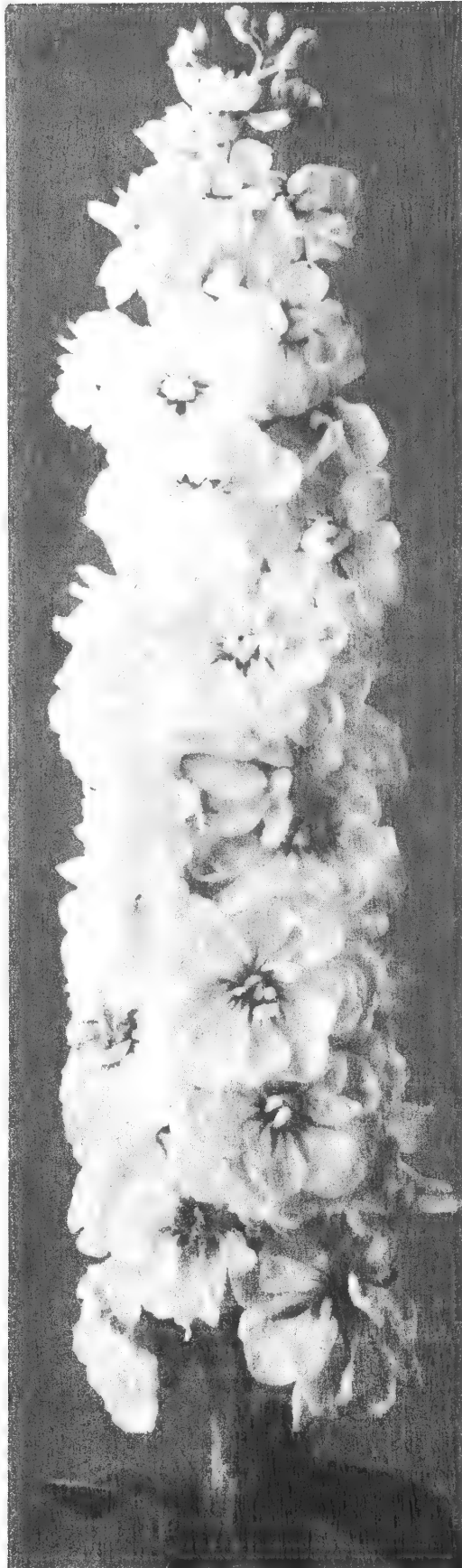
SCABIOSA IMPERIAL GIANTS

Blue Moon — Flowers composed entirely of broad heavy wavy petals.

	Tr. Pkt.	Oz.
Rich Deep Lavender Blue.....	\$.40	\$2.50



STOCKS



Stocks are very satisfactory for Winter and Spring flowering. Sowing the seed in August and benching in October, the first flowers may be cut before Christmas if additional light (40-60 watt lamps spaced 5 feet) is used. Without this aid the crop will come into flower in January. Continuity of bloom may be obtained by successive sowings. The non-branching type, which has come into general use, should be planted 3 inches in the row and 6 inches between rows, producing a single stem. The branching types should be planted 8 x 8 inches and topped when 6 inches tall to produce side shoots of sufficient length.

Flowering of stocks only occurs when the temperatures are below 60 degrees for the greater part of the night. To secure the greatest percentage of doubling the largest and most vigorous plants should be selected.

NON-BRANCHING (Excelsior Column Stocks)

	Tr. Pkt.	1/4 oz.	Oz.
Dark Blue	\$1.00	\$2.50	\$9.00
Gardenia —Shimmering glistening white	1.25	3.50	12.00
Malmaison Pink —Blush pink	1.00	2.50	9.00
Rose Pink —Clear rose pink	1.00	2.50	9.00
Ruby —Rich crimson red	1.00	2.50	9.00
Silvery Lilac —Lavender	1.00	2.50	9.00
White	1.00	2.50	9.00
Yellow Wonder —Rich creamy yellow with full double florets well arranged on long spikes	1.00	3.50	12.00

GIANTS OF CALIFORNIA (Branching)

The Giants of California can also be grown similarly to the non-branching type. When grown this way the side shoots should be removed. For the retail grower the branching types are gaining in popularity. These should be planted 8 x 8 inches and topped when 6 inches tall to produce side shoots of sufficient length.

	Tr. Pkt.	1/4 oz.	Oz.
Pacific —Blue	\$.35	\$1.00	\$3.50
Red Woods —Blood red35	1.00	3.50
Rose Light —Bright Rose35	1.00	3.50
Tahoe —Lavender35	1.00	3.50
Santa Maria —White35	1.00	3.50
Santa Barbara —Chamois35	1.00	3.50

Sowing Dates of Column or Non-Branching Stock for Various Blooming Dates

Time of sowing	Flowering
August 1	January
September 1	February
October 1	March
November 1	April
December 1	May
January 1	Mother's Day
February 1	June
February 15	June 15

STOCKS - Continued

BISMARCK OR BRANCHING STOCKS

Early Giant Imperial

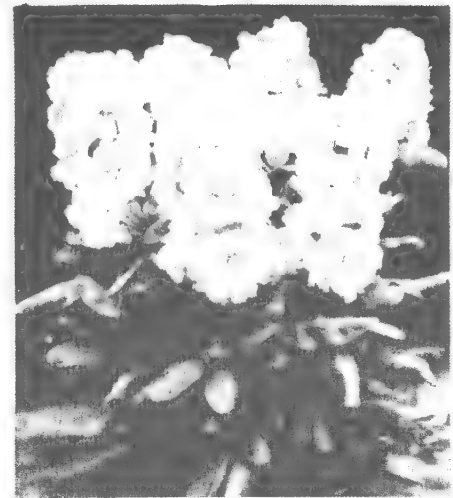
This class continues to be popular with the florist for a cut flower. It is also excellent for bedding.

	Tr. Pkt.	1/4 oz.	Oz.
Buttercup —Rich Yellow.....	\$.35	\$1.00	\$3.00
Chamois —Ivory, tinted Old Rose.....	.35	1.00	3.00
Dark Blue or Purple35	1.00	3.00
Elk's Pride —Rich deep purple.....	.35	1.00	3.00
Fiery Blood Red35	1.00	3.00
Flesh —Bright Flesh.....	.35	1.00	3.00
Golden Rose —Light golden Rose.....	.35	1.00	3.00
Lavender —Silvery Lilac.....	.35	1.00	3.00
White35	1.00	3.00

DWARF TEN-WEEK (Large Flowering)

For Pot Plants and Bedding

	Tr. Pkt.	1/4 oz.	Oz.
Blood Red	\$.35	\$.75	\$2.25
Lavender35	.75	2.25
Canary Yellow35	.75	2.25
Carmine Pink35	.75	2.25
Purple35	.75	2.25
White35	.75	2.25
Deep Rose35	.75	2.25
Mixed —All colors35	.75	2.25



Plant of Stock Dwarf Ten Week



SWEET PEAS

EARLY OR WINTER FLOWERING

PINK

	Oz.	¼ lb.	Lb.
Annie Laurie —Pure rose pink	\$.35	\$1.00	\$3.50
Ball Rose Improved —Cerise pink.....	.45	1.40	4.00
Boon —Deep coral pink35	1.35	4.50
Daphne —Soft salmon pink35	1.00	3.50
Jeanne Mamitsch —Rich pink35	1.40	3.50
Josie —			
Brilliant rose pink, long stems35	1.25	4.00
Laddie Improved —Long stemmed giant rose, pink35	1.00	3.50
Majestic Rose —Deep brilliant rose pink35	1.00	3.50
Rose Queen Improved —Rose pink35	1.00	3.50
Shirley Temple —			
Delightful soft rose pink40	1.40	5.00
Zvolaneck's Rose35	1.00	3.50

BLUE

Blue Bonnet —Best clear blue35	1.00	3.50
Early Magic —Delicate Mauve	1.50	5.50	
Mrs. Herbert Hoover —Clear blue..	.35	1.00	3.50
Princess Blue —			
Rich belladonna blue50	1.75	5.50

WHITE

Hope —(Black Seeded), Pure white35	1.25	4.00
Snowstorm —White35	1.00	3.50
White Harmony —(Black Seeded)...	.35	1.00	3.50

RED

	Oz.	¼ lb.	Lb.
Grenadier —Dazzling scarlet	\$.35	\$1.00	\$3.50
Pride —Pure deep even cerise35	1.00	3.50
Signal Red —A real sunproof scar- let of great brilliance65	1.75	6.00

ORANGE

	Oz.	¼ lb.	Lb.
Ball Orange Improved —			
Clear deep orange35	1.25	4.00
Sequoia —Golden salmon cerise, large flowers35	1.25	4.00
Treasure Island —Sparkling shades of golden orange50	1.50	5.00
Valencia —Sunproof orange40	1.40	5.00

LAVENDER

	Oz.	¼ lb.	Lb.
Fragrance —Clear lavender35	1.00	3.50
Harmony —Clear lavender35	1.00	3.50
Lavanda —Clear lavender35	1.25	4.00
Triumph —			
Lilac mauve, long stemmed35	1.35	4.50
Twilight —Lavender, with larger flowers than Harmony, which is nearest this in color; vigorous grower65	1.75	6.00



Sweet Pea Early Magic

Sowing and Flowering Dates for EARLY OR WINTER FLOWERING SWEET PEAS

Date to sow seed

*July _____
 August _____
 September _____
 November _____
 December _____

Time of flowering

October—January
 December—February
 February—April
 March—May
 April—June

*Only recommended in Northern States.

SWEET PEAS

SPRING FLOWERING

This new class of Sweet pea is a worthwhile addition. November 1st sowing will start flowering in early April and will continue to bloom on longer stems than early flowered varieties sown the same date. **This new class is only recommended for sowings after November 1st;** also used for out of doors sowing.

STANDARD VARIETIES

	1/2 oz.	1 oz.	1/4 lb.	Lb.
Clear Pink —Soft, clear pink	\$.35	\$.50	\$1.50	\$5.00
Blue —Marine blue35	.50	1.50	5.00
Lavender —Light even shade35	.50	1.50	5.00
Mauve —Rich, glistening mauve35	.50	1.50	5.00
Rose Pink —Clear rose pink35	.50	1.50	5.00

NOVELTIES

	1/2 oz.	Oz.	1/4 lb.
Black-Seeded White —Pure white	\$.60	\$1.00	\$3.75
Light Blue —Clear light blue60	1.00	3.75
Light Cream Pink —Apple blossom pink60	1.00	3.75
Navy Blue —Deep violet blue60	1.00	3.75



*Sweet Pea Spring Flowering
Black Seeded White*

Late or Summer Flowering

WHITE

	Oz.	1/4 lb.	Lb.
* Gigantic —White-black seeded	\$.20	\$.60	\$1.75
Snow White20	.60	1.75

PINK

* Pinkie —Large rose pink20	.60	1.75
* Crony —Shrimp pink20	.60	1.75
Floradale —Rich salmon pink on cream ground20	.60	1.75
Pink Frills —Rich cream pink20	.60	1.75

LAVENDER

* King Lavender —Clear lavender20	.60	1.75
Highlander —Pure Lavender20	.60	1.75

BLUE

* Windsor Blue —Clear mid-blue; large flowered; heavy stems20	.60	1.75
Flagship —Deep navy blue20	.60	1.75

RED

* Welcome —Dazzling scarlet20	.60	1.75
Rubicund —Crimson scarlet20	.60	1.75

ORANGE

* Orange Flare20	.60	1.75
Tangerine Improved —Fiery orange20	.60	1.75

* — Seven Best



*Sweet Pea Spring Flowering
Clear Pink*



Schizanthus



Statice Sinuata



Torenia Fournieri Grandiflora

SCHIZANTHUS

Late summer sowing planted after early Chrysanthemums should flower in March. If additional light is used from October 25, blooming will start in January.

Tr. Pkt. ¼ oz. Oz.

Blackmore and Langdon Blotched Strain —Dark and light shades, each flower with contrasting dark extra large blotch, large flowers, free flowering, 18 inches	\$.50	\$ 1.50	\$ 5.00
Excelsior Compactus Finest Mixed — Popular shades, compact, 6" pyramidal, very free flowering, excellent for pot plant use	.50	1.50	5.00
Brilliant Blend —Dark bright colors, suitable for cutting. If properly pinched will make a good pot plant	.50	1.25	4.00
Bridal Veil —Pure White	.50	1.25	4.00

SMILAX

Tr. Pkt. Oz.

A well known green house climber ¼ lb., \$1.50	\$.20	\$.50
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STATICE SINUATA

Tr. Pkt. Oz.

Kampf's Tall Improved —Deepest blue	\$.20	\$.60
Lavender	.15	.30
Rosea Superba	.15	.30
Snow White —Greatly Improved White	.15	.30
Market Growers Blue —Deep blue	.15	.30
Yellow —(Bonduelli)	.15	.30
Choice Mixed	.15	.30

STATICE SUWOROWI

Russian or Rat Tail Statice

Tr. Pkt. Oz.

A very ornamental variety with long graceful spikes of rose pink flowers. Seed sown early outdoors will bloom in July. For the greenhouse seed started in October and spread on light shallow soil will flower from February to May. 45 degrees is best temperature

	\$.25	\$.75
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THUNBERGIA—Black Eye Susan

Tr. Pkt. Oz.

Mixed	\$.15	\$.50
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TITHONIA—Mexican Sunflower
(Early Flowering Strain)

Tr. Pkt. ¼ oz.

Speciosa — Bright orange vermilion resembling large single African Marigolds. A good cut flower. Start early to get outdoor bloom by mid-summer... \$.25 \$.75

TORENIA

Good spring and summer pot plant. Sow seed in February and grow in a warm temperature. Ideal for bedding work, will do well in full sun or partial shade.

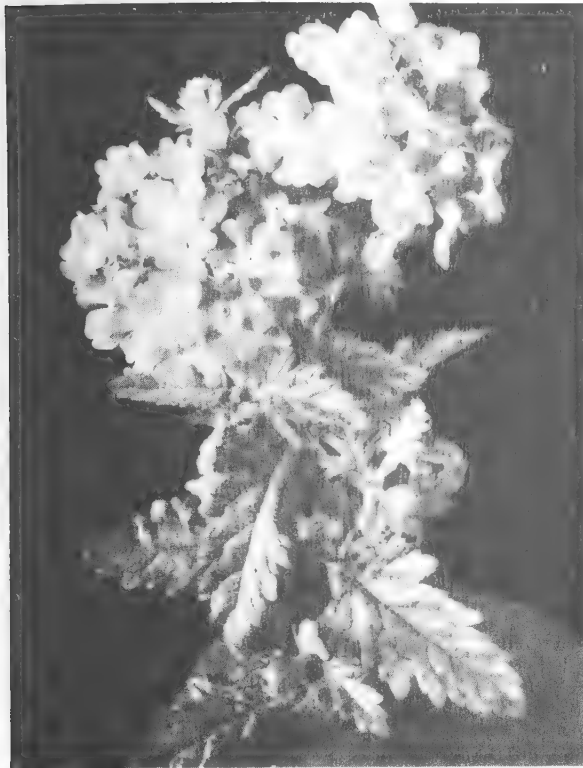
Tr. Pkt.

Fournieri Grandiflora — Blue	\$.50
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VERBENA

Giant Flowering Hybrida Grandiflora Gigantea

A popular bedding plant due to its free flowering qualities. Seed must be sown early to get good plants for Spring.



Verbenas

	Tr. Pkt.	1/4 oz.	Oz.
Beauty of Oxford Hybrids —Rose Pink to Rose Red shades	\$.50	\$.75	\$3.00
Brightness —Bright Rosy Cerise Scarlet; white eye50	.75	3.00
Cerise Queen —Salmon Cerise50	.75	3.00
Crimson Glow —Glowing Crimson50	.75	3.00
Etna —Geranium Red with light Yellow eye50	.75	2.50
Giant Salmon Pink —Salmon Pink with White eye25	.50	1.50
Lavender Glory —Large flowered Lavender with light eye50	.75	2.50
Luminosa —Fiery Pink shading to Salmon25	.50	1.50
Royale —Blue with Creamy Yellow eye50	.75	2.50
Spectrum Red —Intense bright Red50	.75	2.50
White —Pure White25	.50	1.50

HYBRIDA MAMMOTH

	Tr. Pkt.	Oz.
Dannebrog —Intense scarlet with large white eye. Very compact growth which makes it useful for bedding. The rich sparkling color of this showy verbena comes true to type	\$.25	\$2.00
Ellen Willmott —Extra large salmon rose flower with white eye25	2.00
Mayflower —Medium Light Pink25	2.00
Golden Queen —Best yellow25	2.00

HYBRIDA DWARF COMPACT — Erect Growing

A distinct new type, very compact, dwarf, and covered with flowers.

	Tr. Pkt.	Oz.
Blue Sentinel —Violet blue white eye.....1/4 oz., \$.75	\$.50	\$3.00
Brilliant —Scarlet, white eye.....	.35	2.50
Cameo Pink —Exceptionally dwarf.....	.35	2.50
Carmine Ball —Bright Carmine.....	.35	2.50
Dark Blue —Marine Blue.....	.35	2.50
Fire Ball —Bright Scarlet. Very dwarf compact.....	.35	2.50
Red Sentinel (New) —Intense bright red, with no eye.....	.50	4.00
Snowball —Pure White.....	.35	2.50
Violet Bouquet —Very dwarf compact.....	.50	3.00

VERBENA ROYAL BOUQUET

Mixed —Large flowers in brilliant mixture.....1/4 oz., \$.75	\$.50	\$3.00
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VARIOUS VERBENAS

	Tr. Pkt.	Oz.
Venosa —Bright Rosy Lilac or Heliotrope flowers, freely born on short spikes. A fine bedding or border plant, showy all summer	\$.50	\$1.50
Venosa Lilacina —Delicate lavender blue50	2.00

VINCA (Periwinkle)

An Excellent Bedding Plant. Sow seed in August or September.

	Tr. Pkt.	Oz.
Alba Pura —Pure White.....	\$.30	\$1.60
White with Eye30	1.60
Rosea —Pink30	1.60



Vinca



ZINNIAS

GIANT CALIFORNIA OR MAMMOTH FLOWERED

This type has rapidly gained in popularity. The plants which are three to four feet in height, are taller than the Dahlia Flowered class and has long stems, which adapt it particularly for use as a cut flower. The large flat flowers with imbricated petals give a graceful effect.

- Brightness**—Bright pink
- Cherry Queen**—
Brilliant cherry rose
- Daffodil Improved**—Canary yellow
- Enchantress**—
Light rose, deep rose center
- Golden Queen**—Golden yellow
- Grenadier**—Bright, dark red
- Lavender Queen**—
Deep rosy lavender
- Miss Willmott**—Soft pink
- Orange King**—
Cadmium or orange scarlet
- Orange Queen**—Golden orange
- Purity**—
White, best white in Zinnias
- Rose Queen**—Striking bright rose
- Salmon Queen**—Salmon rose
- Scarlet Queen**—
Glowing deep scarlet
- Violet Queen**—Deep purple
- Finest Mixed**—
From named varieties

Tr. Pkt.	¼ oz.	½ oz.	1 oz.	¼ lb.	Lb.
\$.25	\$.40	\$.60	\$1.00	\$3.50	\$12.00



Zinnia Dahlia Flowered

SUPER CROWN O'GOLD

Each petal of the flower is overlaid with a deep golden yellow at the base, while carrying out the individual flower color at the tip.

	Tr. Pkt.	¼ oz.	Oz.
Desert Gold	\$.25	\$.35	\$1.00
Pastel Tints — Contains a wide range of pastel shades.....	.40	.60	2.00

FANTASY

	Tr. Pkt.	¼ oz.	Oz.
Melody —(New)—Orchid lavender	\$.30	\$.40	\$1.25
Orange Lady —Rich shade of deep bright orange	\$.30	\$.40	\$1.25
Rosalie —Bright intense rose30	.40	1.25
Star Dust —Golden yellow30	.40	1.25
White Light —White30	.40	1.25
Wildfire —Rich dazzling scarlet.....	.30	.40	1.25
Finest Mixed — A bright colorful mixture of shaggy petaled medium sized double flowers, excellent for cutting25	.35	1.00



Zinnia California Giant

DAHLIA—FLOWERED Bodger's Gold Medal Strain

These are characterized by the tendency of the center petals to incurve thus giving a deep, full appearance.

- Canary Bird**—Rich canary yellow
- Crimson Monarch**—Deep crimson, flowers very large
- Dream**—Deep lavender
- Exquisite**—Light rose, deep rose center
- Golden Dawn**—Golden yellow
- Illumination**—Deep rose self
- Luminosa**—Bright deep pink
- Meteor**—Rich deep red, darkest of all reds
- Old Gold**—Deep and lighter shades of old gold
- Oriole**—Orange and gold bicolor, turning deep orange
- Polar Bear**—Large pure white
- Scarlet Flame**—Bright scarlet
- Will Rogers**—Brilliant scarlet red
- Gold Medal Finest Mixed**

Tr. Pkt.	¼ oz.	½ oz.	1 oz.	¼ lb.	Lb.
\$.25	\$.40	\$.60	\$1.00	\$3.50	\$12.00



Zinnia Fantasy



ZINNIAS

DWARF, SMALL FLOWERED TYPES

IMPROVED LILLIPUT

(Pompon or Baby Zinnias, Special Florists' Strains)
 The Lilliputs are among the most popular Zinnias for cut flower use. The flowers are small, compact, and symmetrical, on strong stemmed 1½ ft. to 2 ft. plants.

	Tr. Pkt.	Oz.	¼ lb.	Lb.
Canary Gem —Canary yellow	\$.20	\$.75	\$2.50	\$8.00
Crimson Gem	.20	.75	2.50	8.00
Dainty Gem —(New) Center bright Rose pink. Lower petals Flesh pink	.20	.75	2.50	8.00
Golden Gem —Golden orange	.20	.75	2.50	8.00
Lilac Gem	.20	.75	2.50	8.00
Pink Gem —Deep pink	.20	.75	2.50	8.00
Purple Gem	.20	.75	2.50	8.00
Rosebud —Rose pink	.20	.75	2.50	8.00
Salmon Gem —Salmon rose	.20	.75	2.50	8.00
Scarlet Gem	.20	.75	2.50	8.00
Valencia —Burnt orange	.20	.75	2.50	8.00
White Gem	.20	.75	2.50	8.00
Pastel Mixture —delicate shades	.20	.75	2.50	8.00
Finest Mixed —From named varieties	.20	.75	2.50	8.00



Zinnia Linearis

GIANT CRESTED MIXED (Howard & Smith)

Full rounded cushiony center surrounded by broad guard petals. Colors predominate in shades of Orange, Orange Scarlet, Yellow, Rose and Crimson. Produce about 60% true to type; and as they are improved will undoubtedly become a cut flower for florist use.

Tr. Pkt., 50c ¼ oz., \$1.25 Oz., \$4.00

HAAGEANA DOUBLE (Mexican Hybrids)

The smaller flowers lend themselves to bedding and make a brilliant display. The mixture contains many attractive colors and color combinations.

Tr. Pkt. Oz.
Finest Mixed \$.30 \$1.50

HARMONY TYPE (Scabiosa Flowered)

	Tr. Pkt.	Oz.
Campfire —Vivid intense scarlet	\$.35	\$1.75
Gloaming —(New)—Rich deep orange	.35	1.75
Sunburst —Vivid pure canary yellow	.35	1.75
Mixture —Includes crimson, scarlet, orange, yellow, pink and white	.30	1.50



Zinnia Harmony Type

SANVITALIA PROCUMBENS

	Tr. Pkt.	Oz.
Double creeping Zinnia —		
Very dwarf edging plant	\$.30	\$1.50

ELEGANS PUMILA DOUBLE

Double, perfectly formed, medium sized flowers with long stems; exceptionally fine for cut flowers. This class is half way between the large flowered and Lilliput types in size of bloom, referred to as Big Type Lilliput.

	Tr. Pkt.	Oz.	¼ lb.
Bright Scarlet	\$.15	\$.50	\$1.50
Canary Yellow	.15	.50	1.50
Crimson	.15	.50	1.50
Flesh	.15	.50	1.50
Golden Yellow	.15	.50	1.50
Pinkie —Rose pink	.15	.50	1.50
Salmon Rose	.15	.50	1.50
Sunshine Tints — (New) — Rich pastel shades	.25	.75	1.50
White	.15	.50	1.50
Choice Mixed	.15	.50	1.50

STRIATA

	Tr. Pkt.	Oz.
The Clown —Variegated good for cutting	\$.50	\$2.00

GALLARDIA FLOWERED (Navajo)

	Tr. Pkt.	Oz.
Finest Mixed — Bi-colors; mellow tones, fine for cutting	\$.25	\$1.25

GRACILLIMA (Red Riding Hood)

	Tr. Pkt.	Oz.
Deep Scarlet —Miniature red flowers, 1 ft. - 2 ft. free flowering	\$.25	\$.75

LILLIPUT TOM THUMB

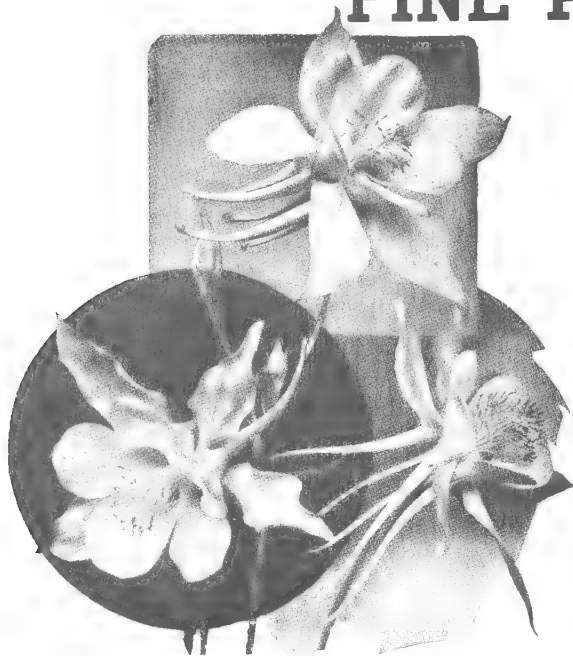
Mixture —Plants 4" - 6", compact with well formed flowers of the Lilliput type. In red, orange, yellow, pink, rose and pastel shades	\$.35	\$1.50
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LINEARIS

The single flowers are deep golden orange in color, with a delicate light yellow stripe	\$.35	\$1.50
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FINE PERENNIAL SEEDS



Aquilegia Long-Spurred

ACHILLEA (Millfoil, Yarrow)

Filipendula Parker's Variety—Large yellow showy flower heads.....	1/4 oz. .75	Tr. pkt. \$.35	Oz. \$2.80
The Pearl—Abundant small white double flowers35	2.80

ACONTIUM

Fischeri—Compact. Bright blue flowers35	2.00
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ADONIS

Vernalis—Large yellow flowers40	2.50
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AGATHEA

Coelestis (Blue Daisy)—Marguerite like flowers. Fine for Greenhouse.....		.25	1.25
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AGROSTEMMA

Coronaria Atrosanguinea—Deep crimson15	.30
Coronaria Alba—White15	.30

ALYSSUM

Saxatile Compactum—Bright yellow15	.80
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AMPELOPSIS

Veitchi (Boston Ivy)	per lb., \$2.50		.30
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ANCHUSA

Italica Dropmore—Gentian Blue15	.50
Myosotidiflora—Blue Forgetmenot like flowers	1/4 oz. \$2.50	.50	8.00

ANEMONE CORONARIA (Windflower)

French—(Caen) Varieties fine mixed25	1.00
His Excellency—Single fiery scarlet35	1.50

ANTHEMIS

Kelwayi—Hardy Marguerite. Yellow flowers. Fine for cutting15	.50
Tinctoria, Perry's Variety—An improved form, of deep golden yellow25	1.50

AQUILEGIA

	Tr. pkt.	Oz.
Californica Hybrids—Mixed30	2.00
Coerulea—Blue40	2.50
Rose Queen50	3.50
Long Spurred Blue Shades35	3.00
Long Spurred Orange & Scarlet Shades50	3.50
Long Spurred Pink & Rose Shades35	3.50
Long Spurred Mrs. Scott Elliotts Strain—Best Mixture50	3.50

ARABIS

Alpina White—Good for edging and rock gardens15	.50
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ARMERIA

Formosa Hybrida—Various shades of rose pink25	1.50
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ASCLEPIA

Tuberosa—Very showy and popular native plant, during July and August bearing flowers of brilliant orange scarlet.....	.35	2.50
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ASTERS

Alpinus Mixed Varieties35	2.50
Michaelmas Daisy—Newest varieties mixed50	3.00

AUBRIETIA

Large Flowering Hybrids—Blue and rose shades35	2.50
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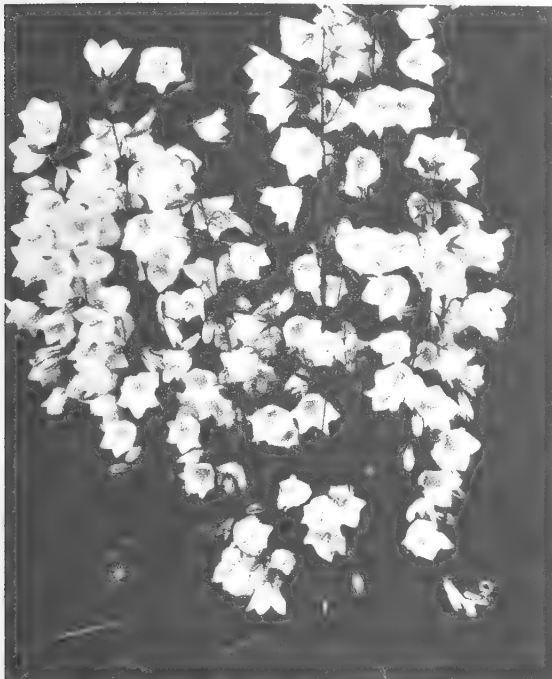
BAPTISIA

Australis (False Indigo)—Dark blue15	.40
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Anemone Coronaria

FINE PERENNIAL SEEDS



Campanula Persicifolia

CAMPANULA

	Tr. Pkt.	Oz.
Calycanthera Blue (Cup and Saucer Type)— Best for cutting	\$.25	\$ 1.50
Calycanthera Lilac (Cup and Saucer Type)— Best for cutting25	1.50
Calycanthera Pink (Cup and Saucer Type)— Best for cutting30	2.00
Calycanthera White (Cup and Saucer Type)— Best for cutting30	2.00
Calycanthera Mixed (Cup and Saucer Type)— Best for cutting25	1.50
Persicifolia Blue (Peach Bell)—Very hardy.....	.50	
Persicifolia Alba (Peach Bell)—Very hardy.....	.50	
Pyramidalis Alba —Hardy. Good for outdoor or Pot culture25	1.50
Pyramidalis Blue —Hardy. Good for outdoor or Pot culture25	1.50
Rotundifolia (Blue Bells of Scotland) — Dainty purple blue flowers, 12"50	

CANDYTUFT

Sempervirens (Iberis)—White. Fine for edging.....	\$.25	\$ 1.50
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CARNATION

Early Vienna —Very dwarf	\$.30	\$ 1.75
Grenadin Red35	2.00
Hardy Border Mixed —Very fine selection30	1.25

CENTAUREA

	Tr. Pkt.	Oz.
Montana —blue, 1 ft. - 1½ ft.	\$.15	\$.50

CERASTIUM

Tomentosum —Silvery foliage. White flowers. Excellent for rockeries	\$.30	\$ 1.30
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COREOPSIS

Lanceolata Grandiflora —Golden yellow. Good for cutting	\$.15	\$.30
Lanceolata Grandiflora Fl. Pl. Double form of above15	.50
Mayfield Giant —deep golden yellow, large flowers, early25	1.30
Double Sunburst —Large, golden yellow, fully double flowers50	2.00

DAISY—SHASTA (Chrysanthemum)

	Tr. Pkt.	Oz.
Alaska —Most popular of all. Large pure white blooms on excellent stems. Starts blooming in June and continues for sometime	\$.15	\$ 1.00
Avalanche —Very free blooming dwarf compact plant (2 ft. high) with large white daisies25	1.25
Diener's Strain —New development with flowers of very interesting form. They vary considerably from fully double strains, no centers, to semi-doubles and singles. Most have curled and twisted petals. Some have broad petals, others are very slender and twisted.....	.25	
Mayfield Giant —Extremely large flowers meas- uring three to four inches in diameter. Strong robust growth, 2½ to 3 feet tall.....	\$.25	\$ 1.00
Spring Marguarite —Large flowers, same charac- teristics as the Mayfield Giants except habit of growth is six inches to a foot shorter. This variety flowers earlier in the season20	.50

DIANTHUS

Deltoides (Maiden Pink)—Deep rose, 8".....	\$.25	\$ 1.50
Neglectus (Glacier Pink)—Rose, hardy per 1000 seeds, \$3.0025	1.25
Plumarius Double Mixed —Hardy garden pinks.....	.25	1.25
Superbus Loveliness —Rosy, lilac, finely fringed, free flowering, plants 12" - 15".....	1.00	
Sweet Wivelsfield —Excellent for cutting. Great variety of colors25	1.00

DIGITALIS (Foxglove)

Monstrosa Mixed	\$.20	\$.75
The Shirley —Giant hybrids, spotted throats.....	.15	.50



Dianthus Deltoides



FINE PERENNIAL SEEDS DELPHINIUM

PACIFIC STRAIN (Vetterle & Reinelt)

	Tr. Pkt.	¼ oz	Oz.
Blue Bird Series —Clearest medium blues with white bees	\$1.25	\$4.50	\$14.00
Blue Jay Series —Clear medium to dark blue	1.25	4.50	14.00
Cameliard Series —Pure lavender self with white bee	1.25	4.50	14.00
Round Table Series —This group combines all the newest color developments	1.25	4.50	14.00
Black Knight —Dark purple heavy velvety texture	1.25	4.50	14.00
Galahad Series —Pure white	1.50	5.00	16.00
Guinevere Series —Light pink lavender self with white bee	1.25	4.50	14.00
Percival Series —(New)—White with black bee	2.00	7.00	24.00

	Tr. Pkt.	¼ oz	Oz.
Summer Skies Series —Clearest blue with white bee	\$1.25	\$4.50	\$14.00

STANDARD COLORS

Lavender Pastel Shades —Contain lavender—lavender pastel and lilac	1.00	3.50	12.00
Dark Pastel Shades —Contain dark violet, light violet and blueviolet	1.00	3.50	12.00
Light Blue Shades	1.00	3.50	12.00
Dark Blue Shades	1.00	3.50	12.00
White	1.00	3.50	12.00
Pacific Hybrids Mixed	1.00	3.50	12.00

OTHER STRAINS

	Tr. Pkt.	Oz.
Clividen Beauty —(Belladonna Improved)—Select strain. Turquoise blue	\$.40	\$2.25
Bellamosum —Dark blue	.40	2.25
Blackmore & Langdon Strain —Immense flowers. Fine mixture of blue shades	.50	3.00
Gold Medal Hybrids —Splendid mixture	.25	1.50
Wrexham Strain —Celebrated English Hollyhock strain	.50	5.00

EUPATORIUM

Fraseri —(Hardy Ageratum)—White. Fine for cutting	\$.25	\$1.00
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GAILLARDIA

Burgundy —Coppery scarlet self	\$.30	\$2.00
Dazzler —Large rich red flowers with orange tip. Fine for cutting	.25	1.50
Goblin —(New)—Dwarf, compact	.50	
Portola Hybrids —Red with golden tips. Excellent for cutting	.25	1.50
Tangerine —True Tangerine color. Good for cutting	.25	1.60

GENTIANA

Acaulis —Deep blue Good for rockeries	\$.50	\$3.00
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GEUM

	Tr. Pkt.	Oz.
Mrs. Bradshaw —Brilliant scarlet. Double flowers. Good for cutting	\$.25	\$1.75
Lady Stratheden —Double golden yellow. Excellent for cutting	.25	1.75

GYPSOPHILA

Paniculata —(Single)—Hardy, Graceful sprays of white flowers	\$.15	\$.40
Pacifica —Rose, 4 ft., blooms when paniculata varieties have passed. Excellent for cutting	.25	2.50
Repens Rosea —Light rose, 6", fine rock plant	.25	2.50
Repens White —6 ft., fine rock plant	.25	1.50

HELIANTHEMUM

Mutabile —(Dwarf Sun Rose)—Excellent rock plant, 8" - 12", pastel mixture	\$.25	\$.80
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HEUCHERA

Sanguinea —Fine for cutting.....1/8 oz.	\$1.50	\$.50
Sanguinea Rosea —Beautiful rose pink. Fine for cutting		.50

HIBISCUS

Giant Mallow Marvel Mixed —Very showy. 4 ft. tall. Good for perennial border	\$.15	\$.50
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LYCHNIS

Tr. Pkt. Oz.

Chalcedonica—Scarlet flowers \$.15 \$.40

PENTSTEMON

Sensation—Mixed colors. 3 ft. tall35 2.80

New Hybrids Mixed—Improved type50 2.00

PHYSOSTEGIA

Virginica—Pink. 4 ft. tall. Fine for cutting35 2.00

Virginica Alba—White form of above35 2.00

PLATYCODON

Mariesi—Dwarf. Dark blue35 2.50

POPPY

Coonara Pink Shades—Fine strain. Pink art shades. Long stems35 2.00

Nudicaule El Monte — Tangerine orange. Excellent for cutting25 2.00

Oriental Scarlet—Deep red15 1.00

Oriental Hybrids Mixed20 1.50

PYRETHRUM

Roseum Pink—Pink shades. Fine for cutting35 2.00

Hybridum Single Mixed—Good cut flower30 1.50

Hybridum Double Mixed—Good cut flower ¼ oz., \$2.00.50

RUDBECKIA

Hirta Autumn Tints—Bronze autumn shades35 2.00

SCABIOSA

Caucasica Isaac House Hybrids—Improved strain. Flowers range from lavender to dark blue. Excellent for cutting50 3.00

Caucasica Lavender—Good cut flower35 2.50

STATICE

Caspia—Lilac. Fine for table decoration..... .40 2.25

Dumosa—Silvery gray flowers. Good cut flower25 1.75

Latifolia—Deep blue flowers. Fine for cutting25 1.50

STOKESIA

Cyanea—(Corn Flower Aster)—Lavender blue. Excellent for cutting25 1.40

SWEET WILLIAM

Single Mixed15 .60

Double Mixed15 .70

Dwarf Alpinus Midget Mixed — Early flowering type of Sweet William, consisting of light and dark colors mixed. Height 4 to 6 inches. Suitable for border or rock garden planting. ¼ oz., \$1.00.40 3.50

FINE PERENNIAL SEEDS

HOLLYHOCK—Chaters Double

	Tr. Pkt. Oz.		Tr. Pkt. Oz.
Pink	\$.25 \$1.25	White	\$.25 \$1.25
Rose Pink	.25 1.25	Yellow	.25 1.25
Scarlet	.25 1.25	Maroon	.25 1.25
Chamois	.25 1.25	Newport Pink	.25 1.25
Salmon	.25 1.25	Mixed	.25 1.00

LAVANDULA—Sweet Lavender

Vera—Well-known, fragrant hardy perennial. Always in good demand25 .80

LIATRIS

Pycnostachia—Rosy purple. Fine for cutting35 2.50

LINUM

Perenne—(Flax)—Blue. 1½ ft. tall15 .40

Flavum—Yellow. 2 ft. tall25 2.00

TRITOMA

Hybrids—(Red Hot Poker)25 1.50

TUNICA

Saxifraga—Rose, 6"15 .50

VERONICA

Spicata—Bright blue. Fine for bouquets35 1.50

VIOLA CORNUTA

Apricot—Large-flowered true apricot. Very good variety35 4.00

Arkwright Ruby, Hybrid — Wonderful large rounded flowers of ruby crimson with terra cotta and darker markings. Fragrant50 6.50

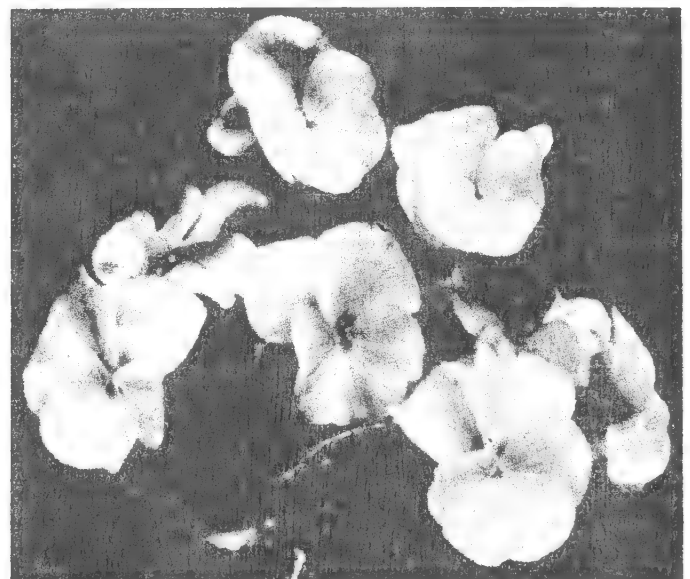
Blue Perfection—Large flowered fine light blue35 2.00

Jersey Gem—Deep Cattleya75

Lutea Splendens—Golden yellow35 2.00

Papilio—Light blue35 2.00

Puck — Upper half purple, lower half yellow, very pretty35 2.25



VEGETABLE SEEDS

WITH increasing transportation difficulties, the burden of young vegetable plant production, may be gradually shifted to the Northern greenhouse men. It may be good judgment, as well as a patriotic duty, to devote as much space to this production as possible. As the war continues, the country will naturally become more food conscious, and the demand for small vegetable plants is bound to be on the increase.

Our Vegetable seed is selected with the same diligent care that we use in selecting Flower seeds. These strains have been chosen for their quality, thereby assuring your customers of the best.

B E E T S

	Oz.	¼ Lb.	Lb.
CROSBY'S EGYPTIAN: Early dark red with excellent quality	\$.20	\$.75	\$1.90
DETROIT DARK RED: Most popular globe shaped home and market garden variety25	.90	2.25

C A B B A G E

	Oz.	¼ Lb.	Lb.
EARLY JERSEY WAKEFIELD: The earliest oblong variety. Sure header, small heads, suitable for home gardens.....	.45	1.35	4.00
GOLDEN ACRE (Resistant): The earliest resistant cabbage developed. A SOLID ROUND HEAD OF MEDIUM SIZE55	1.75	5.00
COPENHAGEN MARKET: Early, round headed variety, Excellent quality50	1.75	5.00
WISCONSIN ALL SEASON: A main crop yellow resistant cabbage. Round head, good quality45	1.50	4.25
MARION MARKET (Resistant): A resistant Copenhagen Market matures a trifle later60	1.85	5.75
PREMIUM (LATE) FLAT DUTCH: Large late variety. Very good quality, excellent keeper35	1.00	3.00
DANISH BALL HEAD: Most popular late variety. Good keeper60	2.00	6.00



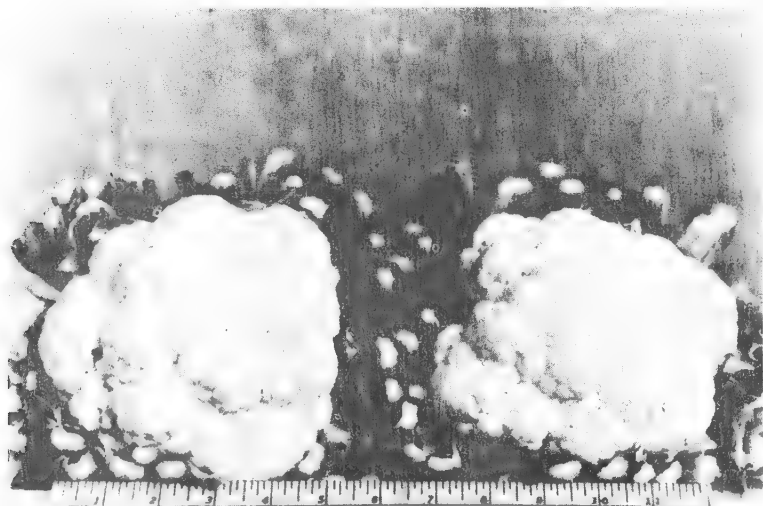
Cabbage Marion Market

C A U L I F L O W E R

	Oz.	¼ Lb.	Lb.
DWARF ERFURT: An extra early variety, dwarf-habit and fine grain	4.00	14.00	
SNOWBALL: A very dependable home and market garden variety	4.00	14.00	
DANISH GIANT, DRY WEATHER: A dependable variety of finest quality	4.00	14.00	

C A R R O T

DANVERS HALF LONG: Bright orange 6 to 7 inches long. Fine flavor, very tender	.50	1.50	5.00
CHANTENAY HALF LONG: Orange scarlet 5 to 6 inches long, tender and fine grained	.50	1.50	5.00



CELERY

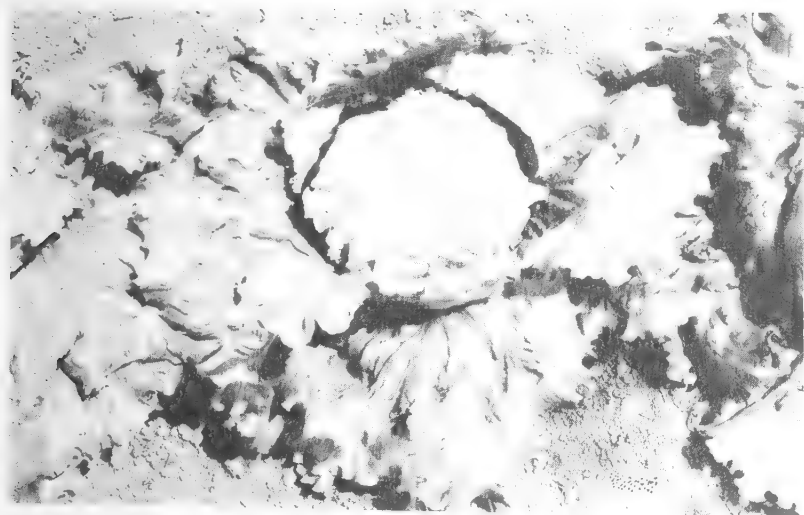
	Oz.	¼ Lb.	Lb.
GOLDEN SELF BLANCHING: Standard early market variety	\$.70	\$2.50	
GOLDEN PLUME: Early, non-bolting variety. Fine flavor, solid and tender85	3.00	
EMPEROR: Dwarf growing, very brittle and of excellent flavor. Good winter keeper70	2.50	
GIANT PASCAL: Stems thick, of fine quality rich nutty flavor. An excellent variety70	2.50	

CUCUMBER

DAVIS PERFECT: Good greenhouse variety. Fine for slicing40	1.35	
STRAIGHT 8: Fine dark green color. Grows 8 inches long by about 1½ inches in diameter30	1.00	

EGG PLANT

BLACK BEAUTY: An extra early, large variety with few seeds55	1.75	6.00
IMPROVED NEW YORK PURPLE: Popular home and market garden variety55	1.75	6.00



Lettuce

LETTUCE

BLACK SEEDED SIMPSON: Ideal mid summer leaf variety, will withstand heat and drought20	.60	2.00
GRAND RAPIDS FORCING: The leading greenhouse forcing leaf variety, but may be grown successfully outdoors..	.20	.60	2.00
BIG BOSTON: A large headed variety for mid-summer and fall use20	.60	2.00
NEW YORK 12: An early sure heading strain adopted to warmer weather. Forms flat heads with light green leaves25	.65	2.25

PEPPER

CALIFORNIA WONDER: (Sweet.) Much used, particularly by market growers. Large green fruits practically as early as Ruby King65	2.00	
CHINESE GIANT: (Sweet.) The largest sweet pepper. Roundish, blunt, mild and sweet throughout. Deep green changing to deep scarlet50	1.75	
CRIMSON GIANT: (Sweet.) Very mild popular home and garden variety50	1.75	
HARRIS EARLY GIANT: (Sweet.) The best very early pepper for home and market gardens. Large fruits, slightly tapered. Deep green changing to bright red50	1.75	
HUNGARIAN YELLOW WAX: (Hot.) Yellow very early. Fruits long, tapered. Waxy light yellow65	2.00	

CAYENNE LONG RED: Oz. ¼ Lb.
(Hot.) A leading sort for use in pickles, for canning and for drying. Fruits long, tapered, and very pungent

.45 1.35

PIMENTO:

(Sweet.) Standard variety for home and market garden. Fruits heart-shaped and very smooth

.45 1.35

RUBY KING:

(Sweet.) A favorite for home and market garden. Fruits large and slightly tapered. Bright red

.50 1.50

WORLD BEATER:

(Sweet.) An early sort. Fruits large, oblong; flesh thick and sweet. Bright red

.50 1.50

SWEET YELLOW:

(Sweet.) Skin golden yellow, flesh thick and bright yellow

.65 2.00



Pepper World Beater

RADISH

	Oz.	¼ Lb.	Lb.
IMPROVED SCARLET GLOBE: Very early sort, valuable for out of door culture and for forcing. Uniform rich bright, scarlet, flesh white	\$.15	\$.35	\$1.00
SCARLET TURNIP, WHITE TIP: Popular variety, small top. Root bright scarlet with white area about the tip15	.35	1.00
WHITE ICICLE: The best early white variety. Roots long, tapered, very white throughout.....	.15	.35	1.00

SPINACH

BLOOMSDALE OR NORFOLK: Savory leaved. Standard sort with glossy green leaves of splendid quality20	.60	1.50
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TOMATO

	Oz.	¼ Lb.	Lb.
BONNEY BEST: (73 days) A general purpose tomato. Fruits evenly colored scarlet-red, medium large45	1.25	5.00
BREAK O'DAY: (73-75 days) Early wilt resistant, globe-shaped sort. Fruits large, scarlet of good quality50	1.50	5.50
CHALK'S EARLY JEWEL: (75 days) Very thrifty, heavy producer. Fruits scarlet-red, large and firm45	1.25	5.00
DWARF STONE: (82 days) Strictly dwarf and tree like, require no training. Fruits bright red, medium sized50	1.50	5.50
EARLIANA: (64-66 days) Particularly valuable for home garden and early market. Fruit medium size, flattened globe shape scarlet red55	1.75	6.00
GLOBE: Livingston's (81 days) Heavy producer. Fruits purplish pink, large globe shape, scarlet red50	1.50	5.50



Tomato Rutgers

	Oz.	¼ Lb.	Lb.
GREATER BALTIMORE: (83 days) Similar to Stone and particularly valuable for canning40	1.15	4.00
JOHN BAER: (73 days) Very similar in every respect to Bonny Best45	1.25	4.50
MARGLOBE: (75-78 days) Resistant to Fusarium Wilt. Fruits uniform deep scarlet, globe shape and of distinct quality40	1.15	4.00
MASTER MARGLOBE: (75-78 days) HIGHLY resistant and heavily productive50	1.25	4.50
MICHIGAN STATE FORCING: Developed at Michigan State College. Very productive under restricted light conditions. Fruits deep scarlet, globe shaped are borne in clusters of five to eleven	1.50		
PONDEROSA: (85 days) One of the best for home use. Fruits purplish-pink, very fleshy with few seeds of very mild flavor.....	.65	2.00	
PRITCHARD: (Scarlet Topper) Wilt resistant, heavily productive. Fruits large, globular, scarlet and well colored about the stem50	1.50	5.00
RUTGERS: (78 days) Highly recommended for second early maturing variety for canning and tomato juice. Fruits similar in shape to Marglobe. Uniformly colored flesh50	1.50	5.00
STOKESDALE: (70-73 days) Early suitable for shipping. Fruits uniform, deep scarlet, globe shape50	1.50	5.00
STONE IMPROVED: (85 days) Very solid fruit scarlet red, flat shape55	1.75	

The number of days indicates the length of time from date of planting in the open to time of ripening.

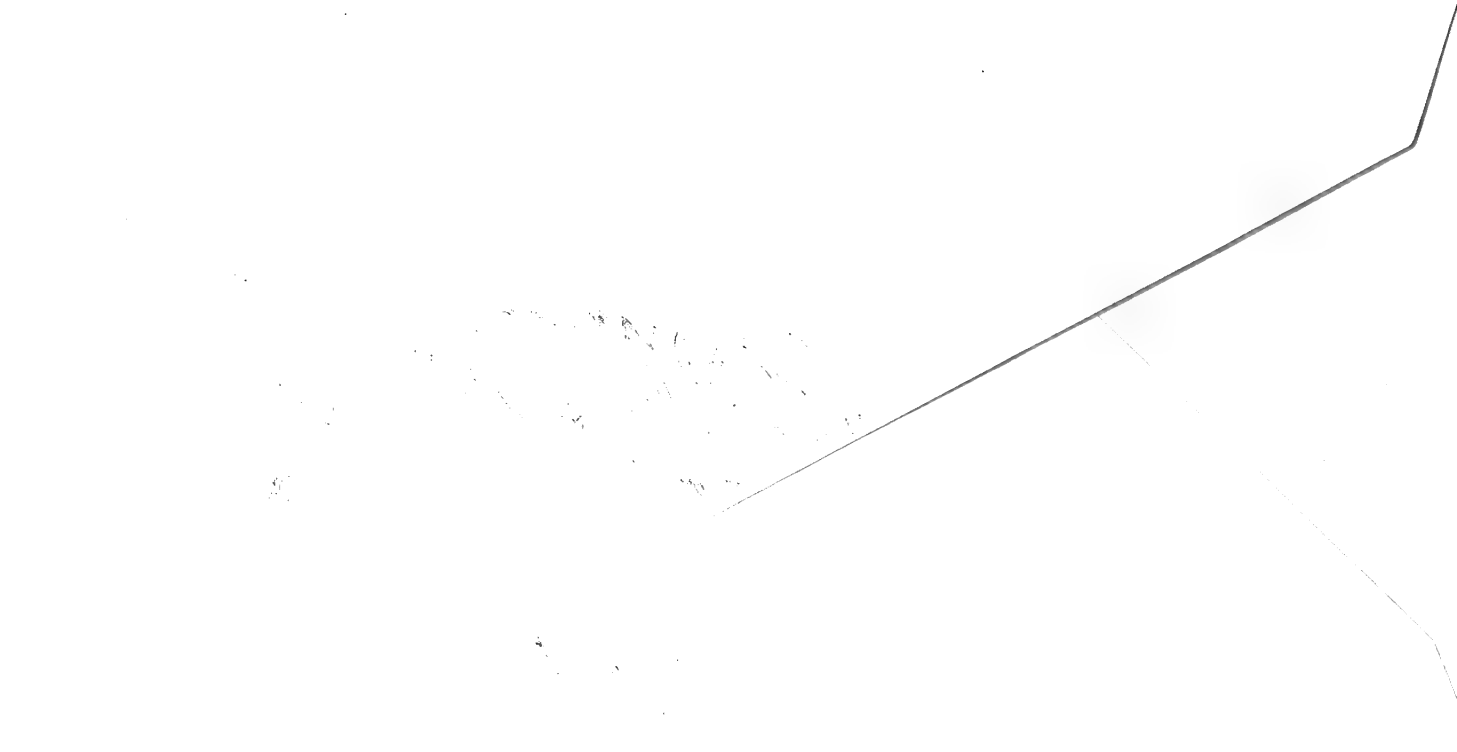
TURNIP

EARLY WHITE TURNIP: Very early, standard for home and market garden15	.30	.80
PURPLE TOP WHITE GLOBE: Standard for table use and splendid for field culture15	.30	.80

FROM _____

Fred C.
Gloeckner
&
Company,
Incorporated

15 East 26th Street
New York City



Insecticides and Fungicides

ARSENATE OF LEAD

The standard spray or dust for all leaf eating insects.

1 lb., 35c—4 lbs., 90c—24 lbs., \$4.50

BORDEAUX MIXTURE (Dry)

Most effective fungicide for blight, leaf spot and other fungus diseases.

1 lb., 30c—4 lbs., 90c—48 lbs., \$8.50

CYANOGAS-CALCIUM CYANIDE G. FUMIGANT

Cheapest fumigant on the market. Controls White Fly, Aphids, Mealy Bugs, and crop destroying rodents.

5 lbs., \$3.00—25 lbs., \$10.00

D.N. SULPHUR DUST No. 10

Very effective control for Red Spider, Thrips and Rust on carnations.

10 lbs., \$3.50—50 lbs., \$12.50

D.N. SULPHUR DUST No. 12

Controls Red Spiders and Mites on Roses, Snapdragons and carnations.

10 lbs., \$4.50—50 lbs., \$20.00

GRASSELLI SPREADER

Combined spreader and sticker.
Gallon, \$4.95—5 gallons, \$23.00

HITOX (Toptox)

Effective double acting insecticides. Controls Red Spider, Mite, Thrip, etc. Will not burn.

Gallon, \$9.75

LIQUID FULEX

No. 400 recommended for Carnations. No. 300 for more tender plants.

Gallon, \$10.00

LORO

Very effective for most Chrysanthemum and Carnation insects.

Gallon, \$10.50—5 gallons \$45.00

MULTICIDE

Pyrethrum spray, containing activator.
1 gal., \$10.45—5 gals., \$47.00

NICO-FUME LIQUID

For fumigating or spraying — contains 40% nicotine.

8 lbs. (approx. 1 gal.) \$11.25

40 lbs., \$45.75

NICO-FUME PRESSURE FUMIGATOR

1/2 lb. cans — 12 cans \$4.45

1 lb. cans — 12 cans \$7.40

PARIS GREEN (Powder)

1 lb., 55c—5 lbs., \$2.35—14 lbs., \$6.10

RED ARROW

Effective spray for chewing and sucking insects.

1 gal., \$11.35—Cases of 6 gallons, \$66.00

SELOCIDE

Kills Red Spider.

1 gal. \$3.00—5 gals., \$13.50

SULPHUR—FOR DUSTING

(Flowers of Sulphur)

10 lbs., \$1.00—100 lbs., \$4.95

TATER EMETIC

Spray for control of Thrips.

10 lbs., \$8.50—100 lbs., \$75.00

TOBACCO DUST

Very fine dust.

100 lbs., \$3.50—Ton, \$65.00

TO-NA-CIDE

Patent No. 1941055.

10 lbs., \$2.00—25 lbs., \$4.00—50 lbs., \$7.00

ELECTRA

Fertilizer 4-9-3

The Finest General All Around Plant Food That America Has Ever Known

Feeding Forcing Finishing

HIGH ORGANIC

IT MAKES PLANTS FUNCTION PROPERLY

Used by Leading Florists

100 lbs., \$6.75

Single bags are quoted at the ton price.

Freight allowed on ton orders.

COMMERCIAL FLOWER FORCING

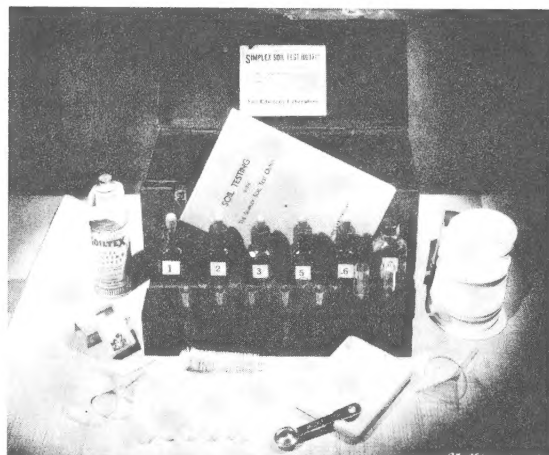
LAURIE & POESCH



The fundamentals and their practical application to the culture of Greenhouse Crops.

A book that should be in every florist establishment.

Price \$4.50



EDWARD'S SIMPLEX SOIL

TESTING OUTFIT

A simple but complete outfit for the accurate chemical diagnosis of soil needs. Built up from the soil testing system developed in the Soils Department of Michigan State College.

With this equipment the user can determine easily, quickly and accurately just what fertilizing chemicals any soils contain in a form available for plant use. Also whether there are any substances in the soil which are poisonous to plant growth. Knowing what fertilizers are required for any crop, it can readily be judged what treatment any soils should receive to make them most productive.

This exact knowledge will save more than the cost of the outfit in a short time. It is wise economy to find out what soils contain before spending money for fertilizers or other chemical treatments that may not be needed.

Simplex Outfit
\$22.00

Junior Outfit
\$13.75

